



Saban Acquires Leading Lifestyle Company Paul Frank Industries

Saban Brands To Manage Paul Frank Brand and Global Licensing Program

Company Also Plans To Develop Content and Media Opportunities Based On World-Famous Characters, Including The Iconic Monkey, Julius

LOS ANGELES, CA. (August 17, 2010) – Saban Capital Group, Inc. announced today that its affiliate has acquired renowned lifestyle company Paul Frank Industries (PFI) including all company assets and intellectual property, an extensive design portfolio including more than 150 characters, headlined by the omnipresent monkey Julius. Saban Brands, an affiliate of Saban Capital Group, Inc., will be responsible for the management of the company’s business strategy moving forward, while creative operations will remain based in PFI’s current headquarters in Costa Mesa, California.

PFI marks the second acquisition, in the \$500 million fund for Saban Brands, which was created to manage and license entertainment properties and consumer brands across media and consumer platforms throughout the world. The first property, the Power Rangers franchise, was announced in early May. The company will continue to acquire additional brands going forward.

In conjunction with the acquisition, Saban Brands also has announced plans to support the Paul Frank brand with new content and media strategies incorporating the Paul Frank characters. The property will be showcased at Brand Licensing Europe in September.

“Paul Frank Industries is one of the world’s leading lifestyle properties and we are delighted to add it to our stable of brands,” said Haim Saban, chairman and chief executive officer, Saban Capital Group, Inc. “Paul Frank Industries has established a unique image that resonates with a wide variety of consumers and we look forward to building on its global success.”

“This acquisition ties into Saban’s strategy of building a portfolio of compelling global properties that touch consumers’ lives through strategic licensing partnerships,” stated Elie Dekel, President of Saban Brands.

Ryan Heuser will continue to drive the company’s creative vision as the Chief Creative Officer of Paul Frank Industries and will report directly to Elie Dekel. Massimo Giannulli, one of the previous owners of Paul Frank Industries, will continue to advise and support the Brand on a strategic level. John Oswald will be leaving the company.

“The Paul Frank team is looking forward to working with Saban Brands to expand the company’s opportunities and take it to new heights,” said Ryan Heuser of Paul Frank Industries. “This endeavor will be the beginning of a new era for Julius and all his friends, who will be able to reach an even broader audience.”

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About Saban Brands

Saban Brands (SB) formed in 2010 was established to acquire and develop a world-class portfolio of properties and capitalize on the company's experience, track record and capabilities in growing and monetizing consumer brands. SB applies a strategic management approach to enhancing and extending its brands in markets worldwide and to consumers of all ages. The company provides full service management, marketing, promotion and strategic business development for its intellectual properties including comprehensive strategies unique to each brand, trademark and copyright management and enforcement, creative design, retail development, direct-to-consumer initiatives and specialized property extensions. SB is led by a superior management team with decades of experience in licensing, marketing and finance.

About Saban Capital Group

Saban Capital Group ("SCG") is a leading private investment firm based in Los Angeles specializing in the media, entertainment and communications industries. Established in 2001 by Haim Saban, the firm makes both controlling and minority investments in public and private companies and takes an active role in its portfolio companies. SCG's current private equity investments include Univision (the premier Spanish-language media company in the US) and Tiger Gate Entertainment (a joint venture with Lionsgate to operate branded pay television channels across Asia). The firm formed Saban Brands LLC in 2010 to acquire, manage and license entertainment properties and consumer brands across media and consumer platforms globally. In addition, SCG actively manages a globally diversified portfolio of investments across public equities, credit, alternative investments, and real property assets. For more information, please visit [www.Saban.com](http://www.saban.com) <<http://www.saban.com/>>

About Paul Frank Industries

From its modest beginnings as a Lo-Fi accessories company in a SoCal beach town garage, Paul Frank Industries has steadily grown into a globally recognized, iconic brand. Creating relationships through exciting collaborations and strategic licensing partnerships, today Paul Frank merchandise includes apparel and accessories for all ages, books, stationery, eyewear, home décor, bicycles and more. Paul Frank Industries features artistic and entertaining designs inspired by their love of avant-garde, modern influences and everyday objects. Paul Frank products are available at world renowned retailers including Nordstrom, Bloomingdales, Macy's, Fred Segal, Colette, Selfridges, Beams and flagship Paul Frank store locations. To see what's new and exciting at Paul Frank Industries, visit <http://www.paulfrank.com>.

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