



## **Saban Capital Group Forms Saban Brands to Acquire, License and Exploit Intellectual Properties Globally**

*Industry Veteran Elie Dekel Appointed as President of Saban Brands*

Saban Capital Group Commits \$500 Million of Capital Toward the Creation of a  
Global Intellectual Property Company

**LOS ANGELES, CA. (May 6, 2010)** – Saban Capital Group, Inc. announced today the formation of Saban Brands LLC to acquire, manage and license entertainment properties and consumer brands across media and consumer platforms globally. Saban Capital Group will dedicate over \$500 million in capital toward the acquisition of a diverse portfolio of intellectual properties and Brands in various categories, ranging from entertainment to fashion, lifestyle, celebrity and consumer brands.

Saban Capital Group has tapped industry veteran Elie Dekel as President of Saban Brands. Saban Brands will be headquartered in Los Angeles.

“The formation of Saban Brands enables us to utilize our extensive experience to create and grow compelling global properties that reach into every aspect of consumers’ lives through strategic and far-reaching licensing partnerships. As media and consumer options become increasingly fragmented and proliferated, our underlying thesis is that properties that resonate with consumers today will only become more meaningful over time,” said Haim Saban, Chairman and Chief Executive Officer of Saban Capital Group. “We are committing significant investment capital to Saban Brands and have great confidence in Elie and his executive team as they build a leading global intellectual property company.”

Adam Chesnoff, President and Chief Operating Officer of Saban Capital added, “The launch of Saban Brands, with its strategic and operational expertise, becomes an essential component to our aggressive acquisition strategy.”

“Saban Brands represents a new approach to brand management and licensing. Leveraging our unique capabilities, significant resources and transmedia orientation, Saban Brands is poised to become a force of innovation and opportunity,” stated Elie Dekel.

Dekel most recently served as head of Licensing and Merchandising for 20th Century Fox where he managed the worldwide licensing, promotion and consumer products marketing for many of the studio's highest profile global entertainment brands including *Avatar*, *The Simpsons*, *Family Guy* and *Ice Age*. Under Dekel's leadership, Fox's global licensed merchandise business experienced dramatic growth and diversification, achieving over \$1.5 billion in retail sales annually. Dekel joined Saban Entertainment in 1989 and rose to a leadership role in marketing, licensing, promotion, home entertainment, publicity and creative services for the company's wide-ranging activities as it emerged as one of the world's leading suppliers of children's television content. In 1995 Saban Entertainment merged with News Corp's Fox Kids Network and acquired The Family Channel three years later. Dekel then became President of Consumer Products for the newly formed Fox Family Worldwide, managing a business that generated over \$5 billion in retail sales until its sale to The Walt Disney Company in 2001.

### **About Saban Brands**

Formed in 2010 as a subsidiary of Saban Capital, Saban Brands acquires and develops world-class intellectual properties and brands, capitalizing on the company's experience, track record and capabilities in growing and monetizing consumer brands. Saban Brands applies a strategic transmedia management and licensing approach to enhance and extend its brands globally. 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 Brand extensions.

### **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 the Saban Ventures subsidiary in 2008 to make early-stage investments in digital media, mobile and consumer internet endeavors and in 2010 formed Saban Brands LLC, a subsidiary 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/>>.

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