



Hasbro Named Global Master Toy Licensee for Saban's Power Rangers

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PAWTUCKET, R.I. & LOS ANGELES--(BUSINESS WIRE)--Feb. 16, 2018-- Today, [Hasbro, Inc.](#) (NASDAQ:HAS), a global play and entertainment company, and [Saban Brands](#) announced that Hasbro has been named the global master toy licensee for [Saban's Power Rangers](#). Under the terms of the agreement and in collaboration with Saban Brands, Hasbro will design, produce and bring to market a wide variety of toys, games and role play items inspired by the franchise and its entertainment properties. Hasbro will hold the worldwide rights, excluding Japan and certain other Asian markets, effective as of April 1, 2019.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180216005346/en/>



"We are honored to create a world of play experiences for such an iconic action brand," said Brian Goldner, Chairman and CEO of Hasbro. "Saban's Power Rangers are universally recognized and their hallmark attributes of teamwork and inclusivity perfectly align with our core values at Hasbro."

"Hasbro leads the way in brand storytelling and creating engaging experiences across its exceptional portfolio of blockbuster and partner brands," said Haim Saban, founder of Saban Brands and creator of Power Rangers. "Quality, innovation and a focus on designing dynamic products for fans of all ages makes Hasbro a great partner for Power Rangers."

Hasbro will design, produce and bring to market a wide variety of toys, games and role play items inspired by the Power Rangers franchise and its entertainment properties. (Photo: Business Wire).

Created by Haim Saban and launched in 1993, *Mighty Morphin Power*

Rangers quickly became a pop culture phenomenon. Today, Power Rangers is one of the longest running kids' live-action series in television history with nearly 900 episodes produced to date. The TV series, currently in its 25th season with *Power Rangers Super Ninja Steel*, and feature films, including 2017's movie with Lionsgate, follows the adventures of a group of ordinary teens who morph into superheroes and save the world from evil. Saban's Power Rangers currently airs in 150 markets around the world and is translated into numerous languages.

The first set of products from Hasbro will be available in spring 2019. Both Hasbro and Saban Brands are dedicated to continue growing this iconic brand. In recognition of this investment, during a period of time after Hasbro becomes the master toy licensee, the arrangement between the parties provides Saban Brands and Hasbro with the opportunity to initiate Hasbro's purchase of the Power Rangers property.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies[®] by *Ethisphere Institute* for the past seven years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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About Saban's Power Rangers

Saban's Power Rangers franchise is the brainchild of Haim Saban, creator and producer of the original, *Mighty Morphin Power Rangers* hit series that launched in 1993. Following its introduction, "Power Rangers" quickly became the most-watched television program in the United States and remains

one of the top-rated and longest running kids live-action series in television history. The series, currently in its 25th season, follows the adventures of a group of ordinary teens who morph into superheroes and save the world from evil. It is seen in more than 150 markets, translated into numerous languages and a favorite on many key international children's programming blocks around the world. For more information, visit www.powerrangers.com.

About Saban Brands

Formed in 2010 as an affiliate of Saban Capital Group, Saban Brands acquires, develops and manages a word-class portfolio of entertainment properties. Saban Brands applies a global 360-degree management approach to growing and monetizing its brands through content, digital, marketing, distribution, licensing and retail in markets worldwide. Saban Brands' growing entertainment portfolio of brands includes Power Rangers, Rainbow Butterfly Unicorn Kitty, Paul Frank, Popples, Glitter Force, Cirque du Soleil Junior – Luna Petunia and La Banda, amongst many others. Saban Brands is headquartered in Los Angeles with a global network of offices. For more information, visit www.sabanbrands.com.

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