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Genius Brands International Announces the National Release of Its New Comedy Adventure Series, "Thomas Edison's Secret Lab"

New Animated Series Distributed by American Public Television and Presented by Georgia Public Broadcasting

Developed and Produced by Genius Brands International and a Multi-Award Winning Team

BEVERLY HILLS, CA -- (Marketwired) -- 10/06/14 -- Genius Brands International, Inc. ("GBI") (OTCQB: GNUS), a global brand management company dedicated to providing entertaining and enriching 'content with a purpose' for toddlers to tweens, announces the U.S. television premiere of its new animated children's series, "**Thomas Edison's Secret Lab**."

The series has been produced in association with Georgia Public Broadcasting. Featuring comedy, adventure and hijinks, as well as inspiring fun, **Thomas Edison's Secret Lab** demonstrates that innovation can foster creativity, imagination, a can-do spirit and positive entrepreneurship. The 26x30 minute series begins airing on U.S. public television stations in April 2015 (check local listings).

"**Thomas Edison's Secret Lab** is full of fun, comedy, exploration and adventure," said Andy Heyward, Chairman and CEO, GBI. "We're showing kids how fun science can be and encouraging them to explore the limits of their imaginations."

"We're thrilled to present this fun and imaginative series that inspires kids' natural curiosity while encouraging them to push conventional scientific and technological boundaries through experimentation," said Georgia Public Broadcasting President and CEO Teya Ryan.

The animated series follows Angie, a 12-year-old prodigy and her young science club who accidentally discover **Thomas Edison's Secret Lab** -- a 'tricked out' dream lab equipped with gizmos and gadgets, including two of Edison's very last inventions: a hologram that brings Mr. Edison himself "to life," and a virtual reality machine that lets them go anywhere. It even has a wacky (and slightly nervous) robot called Von Bolt, who becomes part of every adventure. In each of the episodes, Edison encourages and inspires the kids in scientific and technological explorations, including physical science, life science, earth science, space science and other fun and engaging areas.

Thomas Edison voiced by American singer, songwriter and Berklee College of Music Professor Livingston Taylor. Emmy-nominated writer Steve Banks (*SpongeBob Square Pants*) wrote the pilot episode; Grant Moran (*Word Girl*, *New Adventures of the Magic School Bus*) and Betsy McGowan (Senior VP Kids' WB!, co-creator *Camp Lakebottom*) are co-story editors; Emmy Award-winning Michael Maliani (*Madeline*,

Where on Earth is Carmen Sandiego) serves as co-producer and director; Kevin O'Donnell is the series co-creator; and Emmy Award-winning Mark Young (*All Dogs Go to Heaven 2*, *Tutenstein*) serves as co-producer.

An academic team led by Professor Emeritus, Don Roberts of Stanford, and Dorothy Singer of Yale, have overseen the development, as well as the episodic content to ensure it meets E/I (educational and informational) standards.

Most importantly, ***Thomas Edison's Secret Lab*** will be a fully immersive multi-media property that crosses a variety of platforms to entertain. An interactive website, digital applications, toys, games, electronics, in-school curriculum and more are all in development.

American Public Television (APT) distributes the series to U.S. public television stations.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International "GBI" (OTCQB: GNUS) is a publicly traded global brand management company that creates and licenses multimedia content for toddlers to tweens. Led by award-winning creators and producers CEO Andy Heyward and President Amy Moynihan Heyward, GBI creates "content with a purpose," meaning content that is as entertaining as it is enriching. GBI's growing library of content includes the award-winning *Baby Genius*, Warren Buffett's *Secret Millionaires Club*, *Thomas Edison's Secret Lab* and *Stan Lee's Mighty 7*, the first project from *Stan Lee Comics*, a joint venture with legendary Stan Lee's POW! Entertainment.

A Squared Entertainment, a wholly owned subsidiary of Genius Brands International, is a brand management and licensing company that represents 3rd party properties across a broad range of categories in territories around the world. The company currently represents *Psycho Bunny*, a luxury apparel line; *From Frank*, a humor greeting card and product line; *Elecktro Kids* and *MIP* both from Wowee Toys; *Celessence Technologies*, the world's leading microencapsulation company; and *Archie Comics*, celebrating its 75th Anniversary as one of the most successful and beloved comic book brands of all time.

For more information, please visit www.gnusbrands.com

About GPB

As one of the largest PBS stations in the nation, Georgia Public Broadcasting (GPB Media), has been creating content worth sharing for over 50 years. With nine television stations, 17 radio stations and a multi-faceted web presence, GPB strives to educate, entertain and enrich the lives of our viewers and listeners with programming that includes statewide radio news, current affairs, high school sports, educational resources for teachers and students and enlightening programs about our state like *Georgia Outdoors*, *Georgia Traveler* and *37 Weeks: Sherman on the March*.

American Public Television

Founded in 1961, American Public Television syndicates hundreds of entertaining, educational and empowering programs to America's network of public television stations each year. Its titles consistently rank among the highest-rated on public television and regularly receive Emmy consideration. APT delivers the names public television viewers know and trust: from acclaimed chefs (America's Test Kitchen, Lidia's Italy), to celebrated musicians (Live From the Artists Den, Front and Center) to renowned travel experts (Rick Steves, Rudy Maxa, Joseph Rosendo). APT also imports compelling dramas from the UK (Doc Martin, Midsomer Murders), provides today's critical business, domestic and global news (Nightly Business Report, Moyers & Company, Newsline), and supplies stations with popular classic movies and award-winning documentaries. APT also licenses programs internationally through its APT Worldwide service. In 2006, APT launched Create - the TV channel featuring the best of public television's lifestyle programming. APT is also a partner in WORLD™, public television's premier news and documentary channel.

Forward Looking Statements:

Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements. While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation those set forth in the Company's filings with the Securities and Exchange Commission (the "SEC"), not limited to Risk Factors relating to its patent business contained therein. Thus, actual results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.

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