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Genius Brands International Announces Greenlight of Season Two of Preschool Series Llama Llama; Jennifer Garner Returns to Voice Lead Role

Based on the NY Times Bestselling Book Franchise from Penguin Young Readers with Over 20 Million Units in Print Worldwide

BEVERLY HILLS, Calif., June 19, 2018 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. "Genius Brands" (NASDAQ:GNUS) announced today that **Netflix**, the world's leading internet entertainment service, has greenlit the production of season two of animated preschool series, [*Llama Llama*](#), with **Jennifer Garner** returning in the lead role as Mama Llama.



Netflix (NASDAQ: NFLX) greenlights the production of season two of Genius Brands International's (NASDAQ:GNUS) animated series, *Llama Llama*, with Jennifer Garner returning in the lead role as Mama Llama. The preschool series is based on the award-winning and bestselling book series by celebrated author and illustrator Anna Dewdney.

Jennifer Garner commented: "I love Anna Dewdney's award-winning joyful *Llama Llama* books and am proud to voice Mama Llama on this very special series for Netflix. And now—great news!—Mama Llama and *Llama Llama* will be back for a second season! Thank you, Netflix—I can't wait to get to work!"

Season one of *Llama Llama*, also starring Jennifer Garner, debuted worldwide in 20 different languages on Netflix in January 2018. Currently in production on season two, Genius Brands and Netflix also announce the development of two new, 30-minute *Llama Llama* specials, including one for Mother's Day.

Season two of *Llama Llama* also features an all-star team of award-winning producers, including **Jane Startz** (*Ella Enchanted*, *Tuck Everlasting*, *The Indian In The Cupboard*, *The Magic School Bus* series), **Andy Heyward** (*Inspector Gadget*, *The Real Ghostbusters*, *Strawberry Shortcake*, *Madeline*, *Carmen Sandiego*) and **Reed Duncan**. Emmy Award-winning writer **Joe Purdy** serves (*Arthur*, *Hey Arnold!*) serves as the head writer and legendary Disney alum **Ruben Aquino** (*Frozen*, *The Lion King*, *Aladdin*, *Mulan*) as art director for the series.

"With the greenlight from Netflix and the commitment from Jennifer Garner to star again, we have taken the next step in creating an evergreen global franchise for *Llama Llama*, and 2018 will no doubt be a banner year for the brand with a second season in the works and a worldwide retail program set to launch," stated Andy Heyward, Chairman & CEO, Genius Brands. "Everyone involved in the development and production of season one of *Llama Llama*—from our cream of the crop production team to the passion that Jennifer brought to the project—went over and beyond to create a truly enchanting series that has resulted in a social media firestorm of support; resonated with parents and children all over the world; and the production of a second season."

Based on the award-winning and bestselling book series by celebrated author and illustrator Anna Dewdney, the preschool series is about first childhood experiences and adventures, as well as the special connections between the lead character, Llama, his Mama and his grandparents. *Llama Llama* tells heart-warming tales of life in a safe, friendly town seen through the eyes of Llama as he interacts with the amazing world around him.

About Llama Llama

With 20 million units in print worldwide, Dewdney's *Llama Llama* books from Penguin Young Readers have all been *New York Times* bestsellers with several titles claiming the #1 spot, and her work has been translated into eight languages. Dewdney's soothing tales are synonymous with calming early-childhood anxiety and she was praised by the *Chicago Tribune* as a "geographer extraordinaire of the emotional terrain of preschoolers and their mothers." Books in her *Llama Llama* series include *Llama Llama Red Pajama*, *Llama Llama Holiday Drama*, *Llama Llama Misses Mama*, and *Llama Llama Time to Share*.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. (GNUS) is a leading global media company developing, producing, marketing and licensing branded children's entertainment properties and consumer products for media distribution and retail channels. Led by award-winning creators and producers, Genius Brands distributes its content worldwide in all formats, as well as a broad range of consumer products based on its characters. In the children's media sector, its portfolio of "content with a purpose" includes new preschool properties Rainbow Rangers for Nick Jr. and Llama Llama for Netflix; tween music-driven, YouTube brand SpacePOP; award-winning toddler brand Baby Genius; adventure comedy series Thomas Edison's Secret Lab, and Warren Buffett's Secret Millionaires Club, created with and starring iconic investor Warren Buffett. The Company is

also co-producing an all-new adult animated series, Stan Lee's Cosmic Crusaders, with Stan Lee's Pow! Entertainment and The Hollywood Reporter. Genius Brands' Kid Genius Cartoon Channel is currently available in approximately 60 million households via Comcast and OTT platforms and Kid Genius Cartoons Plus!, which is now available to Amazon Prime subscribers. For additional information please visit www.gnusbrands.com.

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.

GENIUS BRANDS MEDIA CONTACT:

Michelle Orsi/Carol Holdsworth
Three.Sixty Marketing & Communications □
310-418-6430; michelle@360-comm.com

FOR INVESTOR RELATIONS:

Michael Porter
PLR Investor Relations
212.564.4700; mike@plrinvest.com

A photo accompanying this announcement is available at
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