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Stan Lee's Superhero Kindergarten Introduced to Enthusiastic Crowd at Comic-Con International: San Diego

BEVERLY HILLS, Calif., July 23, 2019 (GLOBE NEWSWIRE) -- *Stan Lee's Superhero Kindergarten*, starring **Arnold Schwarzenegger**, was introduced to a standing room only audience last Thursday at this year's International Comic-Con: San Diego.

The action-adventure comedy animated series produced by **Genius Brands International** "Genius Brands" (Nasdaq:GNUS) and Stan Lee's **POW! Entertainment** in association with Schwarzenegger's **Oak Productions** will be 52, 11-minute animated episodes for global distribution. Genius Brands will also concurrently launch a comprehensive consumer products program of products for kids uniquely found in the early education classroom.

Gill Champion, CEO of Stan Lee's POW! Entertainment; Andy Heyward, Chairman & CEO of Genius Brands; Arnold Schwarzenegger; and Paul Wachter of Main Street Advisors serve as executive producers. Champion made the presentation at Comic-Con, which has grown to become one of the biggest conventions in the world.

"Anything from Stan Lee is of huge interest, and the reaction to *Stan Lee's Superhero Kindergarten* was as strong as anything I have ever seen," said Mr. Champion. "The fact that legendary comic book writer Fabian Nicieza, creator of *Deadpool* and longtime collaborator with Stan, developed the show only further underscored the appeal of the brand."

"Arnold Schwarzenegger and Stan Lee have devoted followings of over 60 million fans on social media, and we are confident that 'promotional jet fuel' will drive parental co-viewing among their significant fan bases," commented Mr. Heyward. "Arnold will voice his character, as well as take a hands-on role in promoting the series."

"What makes this property so exciting is that it is the first time Stan Lee has developed a superhero brand for the *pre-school audience*," added Mr. Champion.

The project was originally conceived by Stan Lee when discussing opportunities with Arnold Schwarzenegger to work together and create something for kids. "Stan was a true genius and a hero, and it was a privilege to work with him," said Mr. Schwarzenegger. "What I love about this project is that we will not just be telling great super hero stories, but we will also be teaching kids valuable lessons about health, exercise, nutrition, anti-bullying and using your talents for good. Superheroes need to know not just how to protect the world, but also how to take care of their own bodies and make the world a better place."

About Superhero Kindergarten

Many years ago, Arnold Armstrong (Arnold Schwarzenegger) was just an average gym teacher who acquired incredible superpowers when the earth passed through the ionic dust left in the wake of a mysterious comet. As a result, Arnold transformed into Captain Courage, one of the earth's greatest protectors!

For decades Captain Courage traveled the planet, stopping evil in the name of justice and fair play. But, five years ago, he faced his final battle against his arch-nemesis, Dr. Superior, and in defeating his foe, Captain Courage was forced to expend all his powers. Arnold Armstrong was forced to end his career as Captain Courage until a massive explosion of super-energy particles came raining down, and rumors of super-powered children began surfacing. Now, Arnold must serve humanity once again by working "undercover" as a brand-new kindergarten teacher whose main task is to train this unique new generation of super-powered 5-year-olds secretly.

About Genius Brands International

Headquartered in Beverly Hills, Genius Brands International, Inc. (NASDAQ:GNUS) is a leading global kids media company developing, producing, marketing and licensing branded children's entertainment properties and consumer products for media and retail distribution. The Company's "content with a purpose" brand portfolio, which is led by award-winning creators and producers, includes preschool properties *Rainbow Rangers* for Nick Jr. and *Llama Llama* for Netflix; award-winning toddler brand, *Baby Genius*; adventure comedy STEM series, *Thomas Edison's*

Secret Lab; and financial literacy and entrepreneurship series, *Warren Buffett's Secret Millionaires Club*. The Company's content catalog also includes the animated series, *Stan Lee's Cosmic Crusaders*, created with Stan Lee's Pow! Entertainment. Seeing the need to provide kids and parents with a safe viewing environment that offers premium enriching and engaging programming, Genius Brands launched the Genius Brands Network – comprised of *Kid Genius Cartoon Channel* and *Baby Genius TV*, as well as an exclusive *Kid Genius Cartoons Plus* subscription channel on Amazon Prime. The Network channels are available in approximately 80 million U.S. households via a variety of distribution platforms, such as OTT, set-top box, internet, and mobile. Through licensing agreements with category leading partners, characters from the Company's properties also appear on a wide range of consumer products for retail. For additional information, please visit www.gnusbrands.com.

Forward-Looking Statements:

Certain statements in this notice 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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A photo accompanying this announcement is available at
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Stan Lee's Superhero Kindergarten



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