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# Genius Brands International Successfully Increases Branding and Product Offering Through Groupon

## Little Genius Products Now Being Branded and Sold Through Proven Channel

SAN DIEGO, June 6, 2012 (GLOBE NEWSWIRE) -- Its Baby Genius® branded products having met with great success on Groupon (Nasdaq:GRPN), Genius Brands International, Inc. (OTCQB:GNUS), developer and marketer of entertainment products including the award winning [Baby Genius®](#) line of music and education-based products and characters, today announced it has expanded its agreement with Groupon, Inc. Genius Brands has launched its second offering, Little Genius® music CDs through Groupon.

The Company's Little Genius® brand is an extension of its flagship Baby Genius® line. Whereas Baby Genius® DVDs and CDs are developed for children from six months of age to preschool, Little Genius® is geared towards children up to 8 years old.

"Children who are fans of Baby Genius® characters can continue to enjoy, grow, and learn with our Little Genius® content. It is part our Company's mission to grow with our customers and provide age-appropriate entertaining content to children of all ages," commented Larry Balaban, Genius Brands' Chief Creative Officer.

In 2011 alone, Genius Brands' promotions on Groupon generated approximately 30 million brand impressions and sold over 400,000 Baby Genius® CDs and DVDs.

"Based upon the huge success of our Baby Genius® sales on Groupon, we've teamed up with Groupon to offer Little Genius® products as well. We are very excited and encouraged by the sales levels already achieved by Little Genius® in our first few Groupon promotions. We expect an increasing contribution to revenues and gross profits from this expanded agreement with Groupon," stated Genius Brands Chairman and CEO Klaus Moeller.

"Because we own most of our content, the economics of selling through online social marketing platforms works very well for our Company."

"Digital distribution platforms such as Groupon have become a growing part of our direct-to-consumer sales channels. These channels offer Genius Brands an immediate distribution venue to launch our newest products and to more expediently execute upon our strategy of expanding our Genius branded product line beyond Baby Genius®. We are developing new content for children in age categories that we had not previously targeted including the preschool to kindergarten transition segment," Moeller added.

## *About Genius Brands*

Genius Brands International, Inc. is the developer and marketer of entertainment products including the award winning Baby Genius® line of music and education-based products and characters. The Company is developing and marketing a growing line of Genius branded products that entertain and educate the whole family. Baby Genius® awards include: Mom's Choice Award, The National Parenting Center Seal of Approval, *The Toy Insider* Best Toddler Toys, Dr. Toy 100 Best Children's Products, NAPPA Honors Award, iParenting Excellent Product Award, Creative Child Preferred Choice Award, Latino DVD Awards, iParenting Media Award, Film Advisory Board Award of Excellence, Kids First! Quality Children's Media Endorsement, *Parents Magazine* 2002 "Video of the Year," and Best "Under 3" QSR Program 2004/2005 from *Restaurant Magazine*. Baby Genius® products are available at most major retailers and have international exposure in over 40 countries. For brand information please visit [www.babygenius.com](http://www.babygenius.com). For Company information please visit <https://ir.stockpr.com/babygenius/overview>.

The Genius Brands International, Inc. logo is available at <https://www.globenewswire.com/newsroom/prs/?pkgid=11441>

## *Forward-looking statements*

This release contains forward-looking statements made by or on behalf of Genius Brands International Inc. All statements that address operating performance that the Company expects will occur in the future, including statements relating to operating results for fiscal 2012 and beyond, revenue growth, future profitability or statements expressing general optimism about future operating results, are forward-looking statements. These forward-looking statements are based on management's current views and we cannot assure that anticipated results will be achieved. These statements are subject to numerous risks and uncertainties, including, among other things, uncertainties relating to the Company's success in judging consumer preferences, financing the Company's operations, entering into strategic partnerships, engaging management, seasonal and period-to-period fluctuations in sales, failure to increase market share or sales, inability to service outstanding debt obligations, dependence on a limited number of customers, increased production costs or delays in production of new products, intense competition within the industry, inability to protect intellectual property in the international market for our products, changes in market condition and other risks and uncertainties indicated from time to time in our filings with the U.S. Securities and Exchange Commission (SEC) available via the SEC's website at [www.sec.gov](http://www.sec.gov). Readers are cautioned not to place undue reliance on forward-looking statements and are encouraged to consider the risk factors that could affect actual results. The Company disclaims any intent to update forward-looking statements.

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