

November 17, 2014



Genius Brands International Names PBS Distribution as Home Entertainment Licensing Partner for Baby Genius(R)

BEVERLY HILLS, CA -- (Marketwired) -- 11/17/14 -- Genius Brands International, Inc. (OTCQB: GNUS), a global brand management company dedicated to providing entertaining and enriching "content with a purpose" for toddlers to tweens, has named PBS Distribution as the home entertainment (DVD, CD, and digital) licensing partner for its award-winning *Baby Genius*® library of more than 500 songs and 125 music videos, as well as for new content that is planned. The announcement was made today by Amy Moynihan Heyward, President, Genius Brands International, and Debbie Ries, Managing Director of Children's Distribution for PBS Distribution.

"PBS Distribution is the perfect partner to help us re-launch *Baby Genius* entertainment and significantly expand retail distribution of its substantial catalogue of songs and videos throughout the U.S. and Canada," said Moynihan Heyward. "With our shared commitment to providing quality entertainment, we look forward to reintroducing this quality line of entertainment for toddlers, which will include refreshed content, as well as lots of new material that will be introduced early next year."

"*Baby Genius* has an evergreen catalogue of classic nursery rhymes, learning songs, holiday songs, and so much more that fills an ongoing demand from parents who are always looking for entertainment that inspires and enriches," said Ries. "The *Baby Genius* brand reflects the level of content we wish to represent, and we look forward to working the Genius Brands' team to introduce the brand to an all new generation of toddlers."

Earlier this year, Genius Brands International unveiled fun and fresh updates to the *Baby Genius* signature characters designed by celebrated artist and self-described professional doodler Todd Goldman as part of an overall brand re-launch that includes new designs, new products, and new entertainment. With a powerful distribution partner such as PBS Distribution, the company expects to dramatically increase distribution and retail sales of this popular and evergreen content at all major retail outlets.

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 PBS Distribution

PBS Distribution is a leading media distributor both domestically and internationally, extending the reach of these programs beyond broadcast while generating revenue for parent companies and our production partners.

PBS Distribution offers a diverse range of programming to our customers, including award-winning documentaries, dramas, and popular children's programming. As a multi-channel distributor, PBS Distribution offers consumers high-quality content in multiple formats including DVD, Blu-ray, digital download, and digital streaming. PBS Distribution is also a leading source for factual content for international broadcast, cable and satellite services.

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 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.

MEDIA CONTACT:

Three.Sixty Marketing + Communications
Michelle Orsi
310-418-6430
[Email Contact](#)

Carol Holdsworth
805-252-1848
[Email Contact](#)

INVESTOR RELEASTIONS CONTACT:

Michael Porter

PLR Investor Relations

212-564-7000

[Email Contact](#)

Source: Genius Brands International, Inc.