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Genius Brands International and LeapFrog Enterprises Announce the Launch of the First Baby Genius(R) and Secret Millionaires Club Titles for LeapFrog's Award-Winning LeapPad(TM) Tablets

Warren Buffett's Secret Millionaires Club: New Beginnings and Rhythm & Responsibility, Now Available for Download; Baby Genius Mozart & Friends Launched November 11th and Trip to the San Diego Zoo Releases December 9th

BEVERLY HILLS, CA -- (Marketwired) -- 12/03/14 -- 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, and LeapFrog Enterprises, Inc., the leader in educational entertainment, are pleased to announce the launch of the first Baby Genius® and Warren Buffett's Secret Millionaires Club content available on the award-winning LeapPad™ line of kids' learning tablets, including LeapPad3 and LeapPad Ultra XDi.

"LeapFrog provides easily accessible and fun content options for kids, and we are excited to be launching our titles for Baby Genius and Secret Millionaires Club, the first of many more to come," commented Amy Moynihan Heyward, President, GBI. "These shows are interactive in nature and lend themselves perfectly to the LeapFrog platforms. With our like-minded companies' commitment to providing quality entertainment experiences for kids, we look forward to introducing more titles together in 2015."

"We are excited to offer this great content on our award-winning LeapPad learning tablets," said Greg Ahearn. "For nearly 20 years, we have been helping children achieve their potential. Our library of more than 1,200 games, apps, ebooks, videos, music and more have all been developed or approved by our in-house full-time team of learning experts to offer children fun and engaging learning experiences."

Join a group of school kids and their secret advisor Warren Buffett in two episodes that give practical life lessons and inspire entrepreneurial thinking. Discover how Secret Millionaires Club began in the *Secret Millionaires Club: New Beginnings* app. And, in *Secret Millionaires Club: Rhythm and Responsibility*, go on a globetrotting adventure to learn basic business principles from one of the world's top investors. Both Secret Millionaires Club apps are now available for download for \$5.00 via the LeapFrog App Center for LeapFrog LeapPad learning tablets.

Sing, dance and learn along to two delightful, Baby Genius musical videos. Join a cast of loveable friends to explore numbers and the alphabet. Or, relax into a soothing world set to timeless music in Baby Genius Mozart & Friends app, currently available for digital download for \$5.00.

And in Baby Genius' *A Trip to the San Diego Zoo* app, available for digital download for \$5.00 on December 9, gaze at gorillas, wave at hippos and more as you watch the world's endangered animals swing and splash around in their happy habitats. Children are even invited to watch one of the zoo's happiest moments: the birth of their first giant panda, Xiao Liwu. Then go on a musical, magical safari through the Wild Animal Park to see giraffes, monkeys and more.

For more than ten years, Baby Genius® has earned worldwide recognition for creating award-winning products for toddlers. Its catalogue of 500 songs, 125 music videos, and music-based toys features classic nursery rhymes, learning songs, classical music, holiday favorites and more. Expanding the timeless appeal of Baby Genius offerings, Genius Brands International is re-launching Baby Genius in 2015 with fresh, new designs, new entertainment and an array of new toddler products.

Secret Millionaires Club, created in partnership with and starring an animated Warren Buffett, empowers kids by helping them understand the world they live in, teaching them about the impact their decisions have on their own lives and encouraging them to have the confidence to be the best they can be. The series makes it fun for kids to learn to think like entrepreneurs and features a robust list of guest talent including, *Bill Gates, Jay-Z, Shaquille O'Neal, Nick Cannon, Gisele Bündchen* and *Kelly Rowland* who play themselves, provide their own voiceovers and share their own life experiences in the context of stories that are relatable and inspirational to kids. The series airs in the U.S. on Discovery Family Channel.

In addition to the television series, Secret Millionaires Club features 26 webisodes, a series of DVDs, a book titled *Secret Millionaires Club: Warren Buffett's 26 Secrets to Success in the Business of Life* and an online store (secretmillionairesclubshop.com). Secret Millionaires Club also extends beyond media and retail and into classrooms with the "Grow Your Own Business Challenge," an annual national competition open to kids 7-14-years-old, that encourages and guides kids to create their own original businesses, now in its 4th year.

About LeapFrog Enterprises, Inc.:

LeapFrog Enterprises, Inc. is the leader in educational entertainment for children. For nearly 20 years, LeapFrog has created award-winning learning solutions that combine educational expertise, innovative technology and a child's love for fun. With experiences that are personalized to each child's level, LeapFrog helps children achieve their potential through LeapFrog's proprietary learning tablets, learn to read and write systems, interactive learning toys and more, all designed or approved by LeapFrog's full-time in-house team of learning experts. LeapFrog's Learning Path, the ultimate guide for parents on early childhood, is designed specifically to help support and guide their child's learning with personalized ideas and feedback, fun activities and expert advice. LeapFrog is based in Emeryville, California, and was founded in 1995 by a father who revolutionized technology-based learning solutions to help his child learn how to read. Learn more at www.leapfrog.com.

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; *Celescence 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.

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.

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