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Genius Brands International Signs Three New Licensees for Psycho Bunny, Expanding the Product Range for the Luxury Apparel Brand

Upscale Licensees Leg Resource, S3 and JRM Accessories to Preview New Lines at PROJECT New York and PROJECT Vegas

New Merchandise to Debut at Retail in Fall 2015

BEVERLY HILLS, CA -- (Marketwired) -- 01/08/15 -- Genius Brands International "GBI" (OTCQB: GNUS) and its wholly owned subsidiary, A Squared Entertainment, have signed three top-tier licensees for the luxury fashion apparel and lifestyle brand, *Psycho Bunny*, that will extend its distinctive line of men's apparel into a broad range of new product lines. Hosiery from **Leg Resource Inc.**, footwear from **S3** and headwear from **JRM Accessories** will all be previewed at the upcoming PROJECT Vegas show (February 17-19) and will be available at retail in fall 2015.

"With the growing popularity of *Psycho Bunny*, it's only natural to expand into new product lines, new retail, new territories and new brand experiences, bringing incremental revenue and growth opportunities," said Stone Newman, President, Global Consumer Products, GBI. "Each of these companies are style leaders in their field and collectively will expand the range of high-quality products that customers and fans of the stylish *Psycho Bunny* brand are demanding."

"We have spent the last 10 years establishing a loyal following for the brand, creating a society and a club for the customer who loves quality and style but not necessarily labels," said *Psycho Bunny* Co-Founder, Robert Godley. "Together with Genius Brands International, we are excited and well-poised to extend *Psycho Bunny* into these categories, expressing the brand in new ways that we think our fans and customers will love."

Psycho Bunny socks for men will be available from Legwear Resource, the name-brand division of Leg Resource, Inc. and leading manufacturer and brand marketer in all legwear categories. The company has attracted an impressive roster of brands to complement their notable private-label business, holding exclusive licenses for globally renowned companies such as Anne Klein and Betsey Johnson, amongst others. Leg Resource will take over the existing *Psycho Bunny* men's hosiery business that was previously manufactured by *Psycho Bunny*, along with expanding the line with new product introductions.

"In choosing to transition the category from one where we manufactured internally to licensing out, we sought out a leader in the prestige market who could offer our customer the great fit, fashion and design that they have come to love in *Psycho Bunny* socks," said *Psycho Bunny* Co-Founder Robert Goldman. "We know that we have found in Leg Resource an experienced and focused partner who will also enable us to offer an expanded and broader assortment, thus creating a more impactful hosiery presentation at retail."

The *Psycho Bunny* fall collection from S3 will focus on the active lifestyle category of sneakers and driving mocs, using the finest leathers and materials that are synonymous with the *Psycho Bunny* brand.

"S3 is very excited to partner with *Psycho Bunny* for the initial footwear launch this fall," stated Jeff Staub, SVP, Sales, S3. "Their commitment to deliver quality product, workmanship, and customer service is second to none. *Psycho Bunny* has built a fabulous business, and our S3 team is honored and humbled to be their footwear licensee."

JRM Accessories, which specializes in building better merchandise for high-end specialty retail, will be creating a headwear line for *Psycho Bunny* to launch in spring 2015, which will bring fashion focus with style, reflecting current market trends. Categories will include flat brimmed with floral print designs to faux leather buckets, as well as traditional curved caps.

GBI is actively seeking partners to expand the brand into additional product lines, including outerwear, denim, bags and luggage, women's, children's, active wear, accessories, fragrance, electronics and more. The company will also be responsible for managing the launch of *Psycho Bunny* outside of the US and are in discussions with potential partners in Asia, Europe, South America and around the world.

Inspired by the 17th-century maritime marauders and secret societies such as the infamous Skull & Bones, *Psycho Bunny* creates timeless wardrobe essentials that couple refined English tailoring with bold American design. The brand has been built on timeless classics, wardrobe essentials, only the finest materials, meticulous design, and superior craftsmanship. *Psycho Bunny* redefines the classics with inimitable wit and peerless quality, giving tradition an updated edge and passionate style.

Since its creation 10 years ago, *Psycho Bunny* has grown from a line of upscale, irreverent ties to an expanding, international lifestyle brand, including ties, polo shirts, sport shirts, sweaters and hoodies, scarves and accessories.

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.

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