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## Genius Brands International Relaunches and Expands Baby Genius(R) Retail Program in 2015 With New Partnerships and Newly Expanded Product Lines

### Zak Designs Inc. to Develop Baby Genius First-Feeding Products; Manhattan Toy to Create Baby Genius Plush, Developmental and Wooden Toys

BEVERLY HILLS, CA -- (Marketwired) -- 01/13/15 -- 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, is recreating and re-launching the popular *Baby Genius*® brand, set to be introduced at retail later this year. Recently joining the expanding roster of new licensees is **Zak Designs Inc.** and **Manhattan Toy**. The announcement was made today by Amy Moynihan Heyward, President, GBI.

"*Baby Genius* has always been a brand dedicated to engaging and enriching young children, and we believe there's an even greater opportunity now to provide 'content and products with a purpose,' which help to encourage and enrich all of the learning opportunities throughout a child's day, from feeding to bath time and bedtime," said Moynihan Heyward. "We welcome our two newest licensees, Zak Designs and Manhattan Toy, who both understand our vision and commitment, and we look forward to sharing more details about this comprehensive product re-launch in the near future."

Zak Designs will be developing a line of mealtime products that will allow toddlers to enjoy the fun enrichment of *Baby Genius* at every meal. The line will include a complete assortment of sippy cups, plates, bowls, and flatware that are all BPA-free and designed specifically for this age group. Because they're as functional as they are fun, the Zak Designs *Baby Genius* mealtime products make it easier for parents to nourish their children's bodies and minds at the same time.

"We're very excited about this line and this partnership," said Irv Zakheim, Chairman and CEO, Zak Designs. "*Baby Genius*' ability to make learning fun, and Zak Designs' ability to make mealtime fun makes this a great partnership that kids and parents can really benefit from."

Manhattan Toy will be creating unique designs utilizing cuddle-soft materials for a new line of *Baby Genius* soft toys that will delight boys and girls of every age. Additionally, the award-winning toy manufacturer will also develop a line of *Baby Genius* developmental toys that will

stimulate and nurture a baby's imagination and development. Toys will range in age from 0-36 months and will feature activity toys, wooden puzzles, puppets, play sets and more. Manhattan Toy *Baby Genius* products will be available at retail in fall 2015.

"Manhattan Toy is pleased to be partnering with Genius Brands International in the re-launch of *Baby Genius*," commented Mike Klein, President & CEO, Manhattan Toy. "The *Baby Genius* philosophy of 'products with a purpose' is a great fit with our mission of creating toys that encourage creativity and development during those key early stages of life, and we look forward to bringing some exciting new toys to the market we think parents will love."

Zak Designs and Manhattan Toy join other recently announced *Baby Genius*' licensees, including **LeapFrog Enterprises**, Inc., the leader in educational entertainment, who launched the first *Baby Genius* content available on the award-winning LeapPad™ line of kids' learning tablets, including LeapPad3 and LeapPad Ultra XD; and **PBS Distribution**, the new home entertainment distribution partner who will deliver *Baby Genius* content in 2015 across a multitude of platforms (DVD, CD, digital) to major retail outlets, increasing distribution and retail sales and making the quality evergreen titles more accessible to parents and toddlers.

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, GBI is re-launching *Baby Genius* in 2015 with fresh, new designs, new entertainment and an array of new toddler products.

#### **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 3<sup>rd</sup> 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.

#### **About Zak Designs:**

Since 1976, Zak Designs has been committed to making mealtime fun for people around the world. Whether it's through dinnerware and on-the-go products that feature children's favorite characters or tableware and kitchen prep products that represent the latest global fashion statements, Zak gives people the mealtime products that fit their appetites. For more

information, visit <http://www.zak.com/>

**About Manhattan Toy:**

Manhattan Toy is dedicated to the art of creative play and quality craftsmanship. We distribute our products through thousands of stores worldwide. Our toys are designed, developed and manufactured with every child's safety in mind and we ensure that each product complies with all U.S. and European toy and safety standards. For more information on our award-winning toy collections, visit <http://www.manhattantoy.com/>. Manhattan Toy -- Imaginations at Play™

**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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