

April 14, 2015



Luxury Fashion Apparel and Lifestyle Brand Psycho Bunny Enters Licensing Agreement With ITOCHU in Japan to Develop Upscale Accessories Program

Brand Global Licensing Agent, Genius Brands International, Announces New Line of Accessories to Debut at Retail in Spring 2015

BEVERLY HILLS, CA -- (Marketwired) -- 04/14/15 -- Genius Brands International "GBI" (OTCQB: GNUS), the global licensing agent for *Psycho Bunny*, announces a multi-year deal signed between *Psycho Bunny* and top-tier accessories licensee ITOCHU Corporation, one of Japan's largest trading houses and an industry leader in brand business.

Under the deal, ITOCHU will develop an upscale accessories program for the brand, featuring the *Psycho Bunny* brand imagery, including belts, bags, small leather goods, umbrellas, scarves, hats, gloves, headwear, underwear, socks, shoes, loungewear, pajamas, jewelry, watches, towels, handkerchiefs, sunglasses, golf bags and golf accessories. Available to consumers through upscale department stores in Japan, the new accessories will continue the brand's commitment to the highest quality components and construction of luxury products. The first collections debuted in fall 2014, and an expanded assortment is anticipated to launch at retail in spring 2015.

"ITOCHU shares the *Psycho Bunny* commitment to fulfilling the desires of discriminating consumers with the creation of stylish accessories made of luxurious materials and the highest quality of craftsmanship," explained Stone Newman, President, Global Consumer Products, GBI. "ITOCHU's *Psycho Bunny* accessories program will serve as an organic product extension that perceptively meets the lifestyle demands and desires of a growing customer base that appreciates luxury and embraces a unique and very personal brand experience."

"*Psycho Bunny*, which is celebrating its 10th anniversary in 2015, has had a strong presence in Japan since the brand's debut. Enhancing our current business with Fairfax in Japan, our licensee since 2005, with a best in class partner like ITOCHU will allow our brand ambassadors to complement their style through accessorizing from top to bottom and for any occasion," said Psycho Bunny Co-Founder Robert Godley.

Psycho Bunny, working in collaboration with GBI, has attracted an impressive roster of leading manufacturers to round out its core sportswear collections through licensing. The partnership with ITOCHU follows GBI's recent announcement of three new licensees for

Psycho Bunny, including Leg Resource Inc. (hosiery), S3 (footwear) and JRM Accessories (headwear), all of which will be introducing products to consumers in fall 2015. Additionally, The Apparel Partnership Group, *Psycho Bunny*'s partner for loungewear and men's basics, is entering its third season following a successful debut in spring 2014.

GBI is actively seeking partners to expand *Psycho Bunny* into additional product lines, including outerwear, woven shirts, bottoms, denim, bags and luggage, women's, children's, active wear, fragrance, electronics and more. The Company is also further developing the brand internationally and is in discussions with potential partners in Asia, Europe, South America and around the world.

About *Psycho Bunny*

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*, *Llama Llama*, from the NY Times bestselling children's book franchise, and *Stan Lee's Mighty 7*, the first project from *Stan Lee Comics*, a joint venture with legend 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 third-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; and *Celessence Technologies*, the world's leading microencapsulation company.

For additional information please visit www.gnusbrands.com.

About ITOCHU Corporation:

The history of Japan-based ITOCHU Corporation dates back to 1858 when the Company's founder Chubei Itoh commenced linen trading operations. Since then, ITOCHU has evolved and grown over 150 years. With approximately 130 bases in 65 countries, ITOCHU, one of the leading *sogo shosha*, is engaging in domestic trading, import/export, and overseas trading of various products such as textile, machinery, metals, minerals, energy, chemicals, food, information and communications technology, realty, general products, insurance, logistics services, construction, and finance, as well as business investment in Japan and

overseas. Having long led the industry as a pioneer in the brand business, ITOCHU has rolled out an array of European and North American brands into Japan and overseas markets centered on Asia. ITOCHU has maintained its position as the industry leader in this business area to the present day by building multilayered business models including import/distribution, licensing, manufacturing and equity participation.

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.

GBI MEDIA CONTACT:

Three.Sixty Marketing + Communications

Michelle Orsi

310-418-6430

[Email Contact](#)

Carol Holdsworth

805-252-1848

[Email Contact](#)

GBI INVESTOR RELATIONS CONTACT:

Michael Porter

PLR Investor Relations

212.564.4700

[Email Contact](#)

Source: Genius Brands International, Inc.