

October 8, 2014



Genius Brands International Finalizes a Multitude of International Broadcast and Home Entertainment Agreements for Comedy Adventure Movie, Stan Lee's **Mighty 7 (SLAM 7)**

SLAM 7 Deals, Including Discovery Channel in India, Illustrate Global Appeal of Comic Book Characters From the Mind of Legendary Stan Lee

BEVERLY HILLS, CA -- (Marketwired) -- 10/08/14 -- 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, has secured a number of international home entertainment and broadcast sales for ***Stan Lee's Mighty 7 (SLAM 7)***, the animated super hero movie featuring an all-star cast that includes Lee himself. The announcement was made today by Genius Brands International's SVP of Global Sales Andrew Berman.

"The global fan base for Stan Lee is certainly an enticement for ***Stan Lee's Mighty 7*** with program buyers the world over," said Berman. "This engaging film delivers high octane action and non-stop adventure underscored by positive and inspiring messages including the value of respect and kindness and how important it is to judge a person on their actions rather than their appearance. Kids will love the 'how to be a super hero' lessons provided by none other than Stan Lee -- in animation form; parents will appreciate the positive role models and programmers are eager to offer their audience a movie the whole family will enjoy."

Among the broadcasters eager to share ***Stan Lee's Mighty 7*** with their viewers are the Discovery Channel in ***India***; Denmark's ***Danish Broadcasting Corporation (DR)***; Thailand's ***Workpoint***; ***GMA*** in the Philippines and Israel's ***Imagine Media***. As previously announced, the film has been licensed to ***ABC Australia*** and the ***Hub Network*** in the U.S., which premiered the film earlier this year.

Genius Brands International has also concluded sales of the movie for home entertainment release with Canada's ***Unidisc*** (for French-speaking Canada only), Australia's ***Beyond Home Entertainment*** and Germany's ***Edel AG***. Partners join U.S. and Canadian (English-speaking only) home entertainment partner, ***Cinedigm***.

In ***Stan Lee's Mighty 7***, Lee stars as an animated version of himself, a legendary superhero

creator, who teaches a crew of alien prisoners and their jailers, who have crash-landed on Earth, how to work together and use their powers to be superheroes. Each alien superhero has his or her unique powers and strengths, which aid in the group's ability to combat enemies.

Created with Lee, ***Stan Lee's Mighty 7*** is produced by Stan Lee Comics, a joint venture among Genius Brands International, Stan Lee's POW! Entertainment and Archie Comics. The animated movie, the first installment of a trilogy, stars Stan Lee and features an all-star cast with Sean Astin (*The Lord of the Rings* trilogy), Jim Belushi (*The Defenders*), Mayim Bialik (*The Big Bang Theory*), Darren Criss (*Glee*), Flea (of the rock band Red Hot Chili Peppers), Armie Hammer (*The Lone Ranger*), Teri Hatcher (*Desperate Housewives*), Michael Ironside (*Transformers Prime Beast Hunters: Predacons Rising*) and Christian Slater (*Breaking In*).

To date, the ***Stan Lee's Mighty 7*** brand has been licensed to **Factory Entertainment** (worldwide toy licensee) and **Black Lantern** (worldwide video game licensee), as well as to a multitude of U.S. apparel and consumer product partners.

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

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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Source: Genius Brands International