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# Genius Brands International Licenses Celessence Technologies to Build-A-Bear Workshop to Develop a New Line of Scented Bears

**Scented Plush, Apparel and Accessories to Launch for Valentine's Day 2016; Genius Brands International Also Signs Kittrich Corporation to Develop New Products Incorporating Celessence's Unique Fragrance Technology**

BEVERLY HILLS, CA -- (Marketwired) -- 10/14/15 -- Genius Brands International, Inc. "GBI" (OTCQB: GNUS) and its wholly owned subsidiary A Squared Entertainment, the licensing agent for the world's leading micro-encapsulation company Celessence™ Technologies, have finalized a new global licensing deal with **Build-A-Bear Workshop** (NYSE: BBW) and a North American agreement with **Kittrich Corporation**.

Celessence™ Technologies microencapsulation technology uses touch, friction or motion to release and deliver the benefits of scent, freshness or skincare actives. Microcapsules are bound to a surface with a proprietary binder that ensures controlled release that is long lasting, affordable and even wash durable. In many cases, the benefit release can last the life of the product. This represents a significant point of difference to past efforts to apply scent or actives to textiles. Celessence technology can be used in a wide range of merchandise ranging from clothing, home goods and lingerie to more durable materials such as car mats and pet products.

Utilizing Celessence™ Technologies system, Build-A-Bear Workshop will introduce a line of scented plush bears--red bear (strawberry), brown bear (chocolate) and pink and blue frosted bear (cupcake) -- as well as scented bear apparel and accessories. The new line will be available in time for Valentine's Day 2016 in approximately 400 of Build-A-Bear Workshop's stores worldwide, including company-owned stores in the United States, Puerto Rico, Canada, United Kingdom and Ireland, as well as franchise stores in Europe, Asia, Australia, Africa, the Middle East and Mexico.

Kittrich Corporation has also signed to apply Celessence's unique scent delivery system to an extensive range of scent infused stationery, housewares, closet, and laundry products. Releasing fragrance at the touch of a hand can help make us happy, lift our moods and enliven our spirits. The products are anticipated to debut at retail back-to-school 2016 for stationery items and in Q2 2016 for housewares.

"Celessence Technologies opens the door to myriad opportunities for infusing fresh and invigorating scents into consumer goods, from clothing, bedding, plush toys and home furnishings to decorative items, paper goods and apparel, and we are excited to bring new product offerings to market with Build-A-Bear Workshop and Kittrich," explained GBI's President of Global Consumer Products Stone Newman. "Celessence's vast array of scents, along with skin care additives such as aloe and shea butter, are each guaranteed to withstand frequent use and cleaning, which adds new appeal for textile and paper products while also opening the door to innovative, new product ideas. Licensing partners are embracing this exciting new element, which truly can enhance just about every product imaginable."

"Helping kids of all ages create memories is core to the Build-A-Bear brand, and scents have been widely known as one of the strongest senses tied to memory," said Jennifer Kretchmar, chief product officer, Build-A-Bear Workshop. "This new line of scented bears and accessories that incorporate Celessence's scent technology will give Build-A-Bear Workshop guests all over the world another fun, memorable way to experience our brand."

"Celessence has developed a unique process that ensures the durability of scented products, regardless of time or use, and that adds tremendous value for consumers, especially with housewares, closet and laundry products. That's a huge home run for us," said Kittrich Senior Product Manager Michelle Overton. "Consumers will see the value in not only getting fresh-smelling closet and laundry organizers, but a mechanism for *keeping* those areas smelling fresh and clean. We're excited to introduce this innovative technology to our retail partners and consumers."

"Our microencapsulation technology insures that the scents or skincare actives will remain fresh throughout the life of the product," explained Shibani Mohindra, Managing Director, Celessence Technologies. "Genius Brands has grasped the value of our technology and has been very successful in educating licensing partners as to how to use our technology to enhance and augment product lines across all categories."

### ***About Celessence™ Technologies***

Celessence™ Technologies is a leading manufacturer of micro-encapsulates for the textile and print industries. Celessence brings genuine consumer benefits to textiles via a wide range of micro-encapsulation technologies. Products using Celessence™ Technology have passed testing for all major North American retailers by independent third party testing labs such as CTL, BV and comply with all standards including CPSIA and Prop 65. Furthermore, Celessence™ has been dermatology tested on fabric through skin patch testing on human volunteers and meets all IFRA guidelines for skin safety and allergens. Based in the UK, Celessence™ Technologies has recently launched an extensive licensing program in the US to grow the brand into the household name for scent and freshness and skincare active delivery. For more information, visit [www.celessence.com](http://www.celessence.com)

### ***About Genius Brands International***

Headquartered in Beverly Hills, California, Genius Brands International, Inc. "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*, NY Times bestselling children's book franchise *Llama Llama*, 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 GBI, 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](http://www.gnusbrands.com).

### **About Build-A-Bear**

Founded in St. Louis in 1997, Build-A-Bear, a global brand kids love and parents trust, seeks to add a little more heart to life. Build-A-Bear has approximately 400 stores worldwide where guests can create customizable furry friends, including company-owned stores in the United States, Canada, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. The company was named to the FORTUNE 100 Best Companies to Work For® list for the seventh year in a row in 2015. Build-A-Bear Workshop, Inc. (NYSE: BBW) posted a total revenue of \$392.4 million in fiscal 2014. For more information, visit the Investor Relations section of [buildabear.com](http://buildabear.com).

### **About Kittrich Corporation**

Kittrich Corporation®, founded in 1978, has established a global presence in products for the home including housewares, yard goods, stationery, and writing instruments, window fashions, organic bath products and pest control. Kittrich has over a million square feet of production and warehousing in the United States with three strategically located facilities throughout the country. Leading the list of Kittrich's many strengths are flexibility, expertise in tailoring products assortments, merchandising and innovative product development. Significant investments in high tech, high speed-manufacturing equipment and complementary strategic long term relationships with overseas partners allows Kittrich to be a reliable, quality, prime manufacturer that leads the industry in several product categories. For more information, visit <http://kittrich.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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