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Genius Brands International Partners With Mills Entertainment to Create and Produce Live Show Based on the New Multi-Platform Children's Entertainment Property, THOMAS EDISON'S SECRET LAB

National Tour Showcases Original Music From Industry Legend Ron Fair

BEVERLY HILLS, CA -- (Marketwired) -- 01/27/16 -- 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 licensed Mills Entertainment the rights to create and produce a live show based on the multimedia entertainment brand, THOMAS EDISON'S SECRET LAB, which includes an all-new animated series airing on public stations across the US and on GBI's new Kid Genius channel on Comcast's (NASDAQ: CMCSA) (NASDAQ: CMCSK) Xfinity on Demand platform.

The THOMAS EDISON'S SECRET LAB live show will incorporate the vast array of original music created, written and produced by music industry legend Ron Fair and his singer-songwriter-Momtreprenuer-wife Stefanie Fair, as well as the characters and themes of the series and all the engaging elements that demonstrate to kids how much fun science can be. Tour booking will be handled exclusively through the Brad Simon Organization (BSO). The show is anticipated to run in major cities across the country in 2017.

"Our mission for THOMAS EDISON'S SECRET LAB is to help kids discover how much fun science can be through comedy, hijinks, adventure and music that kids can relate to, and the live show created by Mills Entertainment will bring the series to life on stage with stories and original music from Ron and Stefanie Fair," comments Stone Newman, President, GBI. "We are excited to extend the fun of THOMAS EDISON'S SECRET LAB beyond the series with this truly unique experience, as well as the dozens of new products hitting retail next year."

"At Mills Entertainment, we have a long history of partnering with leading brands to create exciting content for young viewers," says Michael Mills, President of Mills Entertainment. "We are excited to work with Genius Brands on bringing THOMAS EDISON'S SECRET LAB to audiences across North America. The show's winning combination of original music, legendary characters and STEM curriculum make this a prime property for the live space."

"We look forward to offering THOMAS EDISON'S SECRET LAB LIVE! to theaters and audiences across North America," says Brad Simon, President of the Brad Simon Organization. "The live stage adaptation of this highly engaging STEM-based TV series is sure to resonate with parents, teachers and children."

In addition to the launch of the THOMAS EDISON'S SECRET LAB series this fall and live show in fall 2016, GBI will also debut a new toy line from Master Toy partner Wicked Cool Toys in fall 2016, as well as mobile, apps, games, activity kits, apparel, publishing, and in-school curriculum program next year.

Comprised of 26 half hour episodes, the animated series, THOMAS EDISON'S SECRET LAB, is filled with fun, comedy, exploration and adventure to show kids how fun science can be, encouraging them to explore the limits of their imaginations. The series follows Angie, a 12-year-old prodigy and her young science club who accidentally discover Thomas Edison's Secret Lab -- a 'tricked out' dream lab equipped with gizmos and gadgets, including two of Edison's very last inventions: a hologram that brings Mr. Edison himself "to life," and a virtual reality machine that lets them go anywhere. It even has a wacky (and slightly nervous) robot called Von Bolt, who becomes part of every adventure. In each of the episodes, Edison encourages and inspires the kids through a variety of scientific and technological explorations and lots of other fun, whacky, wild and engaging topics and more. Additionally, the series features "School House Rock" style music videos created, written and produced by music industry legend Ron Fair and his wife Stefanie Fair. Ron Fair's long track record as a top producer and record executive includes multiple Grammy Award-winning number one records by *Christina Aguilera*, *Mary J. Blige*, *the Black Eyed Peas*, *Fergie*, *Lady Gaga*, *The Pussycat Dolls*, *Counting Crows*, *Snow Patrol*, *Bastille* and others.

Thomas Edison is voiced by American singer, songwriter and Berklee College of Music Professor Livingston Taylor. Emmy-nominated writer Steve Banks (*SpongeBob Square Pants*) wrote the pilot episode; Grant Moran (*Word Girl*, *New Adventures of the Magic School Bus*) and Betsy McGowan (Senior VP Kids' WB!, co-creator *Camp Lakebottom*) are co-story editors; Emmy Award-winning Michael Maliani (*Madeline*, *Where on Earth is Carmen Sandiego*) serves as co-producer and director; Kevin O'Donnell is the series co-creator; and Emmy Award-winning Mark Young (*All Dogs Go to Heaven 2*, *Tutenstein*) serves as co-producer.

An academic team led by Professor Emeritus, Don Roberts of Stanford, and Dorothy Singer of Yale, have overseen the development, as well as the episodic content to ensure it meets E/I (educational and informational) standards.

The series is created and produced by GBI in association with Georgia Public Broadcasting and is distributed by American Public Television (APT).

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, GBI creates "content and products with a purpose," providing enrichment as well as entertainment. The Company distributes its content worldwide in all formats, as well as a broad range of consumer products based on its characters. GBI's portfolio includes award-

winning Baby Genius, recently re-launched with new entertainment and over 40 new products; adventure comedy Thomas Edison's Secret Lab, available on Netflix, public broadcast stations and GBI's Kid Genius channel on Comcast's Xfinity on Demand reaching 21 million households; animated movie Stan Lee's Mighty 7, the first project from Stan Lee Comics, a joint venture with Stan Lee's POW! Entertainment and featuring an all-star voice cast led by legendary Stan Lee; and Warren Buffett's *Secret Millionaires Club*, created with and starring iconic investor Warren Buffett. The Company is also producing a new animated preschool series based on *Llama Llama*, the NY Times bestselling children's book franchise; and a tween adventure series *Space Pop*, featuring original music from renowned industry veteran Ron Fair and his singer-songwriter wife Stefanie Fair.

GBI's wholly owned subsidiary A Squared Entertainment 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 Mills Entertainment

Mills Entertainment is the nation's leading producer and promoter of alternative and branded live entertainment. Mills collaborates with leading artists, agencies, and networks to create original, world-class entertainment experiences. With full global distribution and partnerships worldwide, Mills provides a 360-degree "concept to stage" solution for its properties, including creative development, booking, tour marketing and social media, production services, merchandise management and backend execution. Current properties include *Daniel Tiger's Neighborhood Live*, *Clifford the Big Red Dog Live*, Jim Henson's *Dinosaur Train Live - Buddy's Big Adventure*, *Cesar Millan Live*, *Colin Mochrie and Brad Sherwood*, *Theresa Caputo Live - The Experience*, *John Cleese & Eric Idle - Together Again at Last for the Very First Time*, *Tyler Oakley's Slumber Party*, *Lilly Singh's A Trip To Unicorn Island*, and *Mel Brooks - Back in the Saddle Again*. www.millsentertainment.com.

About the Brad Simon Organization

The Brad Simon Organization is the leading North American booking agency specializing in live branded entertainment for family audiences. Current and past tour highlights include: *Wild Kratts Live!*, *Daniel Tiger's Neighborhood Live!*, *Odd Squad Live*, *Dinosaur Train Live!*, *Sid The Science Kid Live!*, *Clifford The Big Red Dog Live!*, Scholastic's *The Magic School Bus Live!*, John Tartaglia's "ImaginOcean", *The Magic Tree House: The Musical*, and *Mad Science Presents: "CSI LIVE!"* and *"Star Trek Live!"*

About American Public Television

Founded in 1961, American Public Television syndicates hundreds of entertaining, educational and empowering programs to America's network of public television stations each year. Its titles consistently rank among the highest-rated on public television and regularly receive Emmy consideration. APT delivers the names public television viewers know and trust: from acclaimed chefs (America's Test Kitchen, Lidia's Italy), to celebrated musicians (Live From the Artists Den, Front and Center) to renowned travel experts (Rick

Steves, Rudy Maxa, Joseph Rosendo). APT also imports compelling dramas from the UK (Doc Martin, Midsomer Murders), provides today's critical business, domestic and global news (Nightly Business Report, Moyers & Company, Newsline), and supplies stations with popular classic movies and award-winning documentaries. APT also licenses programs internationally through its APT Worldwide service. In 2006, APT launched Create -- the TV channel featuring the best of public television's lifestyle programming. APT is also a partner in WORLD™, public television's premier news and documentary channel.

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 patent 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.

Image Available:

http://www.marketwire.com/library/MwGo/2016/1/27/11G080339/Images/Edison_New-2c298a1fddfc66e8057ab3b833db200.jpg

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