

November 29, 2016



Kid Genius Cartoon Channel Expands Reach From 22 Million to 42 Million U.S. Households

Signs Deal with Future Today, Inc. to Distribute Video On Demand Channel Across Multiple Platforms, Including Roku, Apple, Amazon Fire, Sony, Google, Samsung and More

BEVERLY HILLS, CA -- (Marketwired) -- 11/29/16 -- Genius Brands International, Inc. "Genius Brands" (NASDAQ: GNUS), the global brand management company, partners with multi-platform video distribution company Future Today, Inc. to deliver Genius Brands' Kid Genius Cartoon Channel to 20 million additional homes, bringing the video on demand channel's total reach to 42 million U.S. households.

Shelly Hirsch, CEO of Beacon Media Group, the largest buyer of children's media in the U.S. commented on the Kid Genius milestone. "The expansion of the Kid Genius Cartoon Channel into 40+ million homes is an extraordinary event, which brings their distribution up to critical mass, reaching close to half of all U.S. television households. We are constantly looking for new ways and systems to reach kids in an ever changing digital environment, and I am personally excited about the possibilities now from another player in the space, alongside Disney Channel, Nickelodeon and Cartoon Network."

Currently available to 22 million households on Comcast's Xfinity on Demand platform, the Kid Genius Cartoon Channel delivers on the Genius Brands' promise of "Smart TV for Kids." Offering a variety of programming for young viewers (toddlers to age 12) that is aligned with Genius Brands' mission to provide "content with a purpose," the Kid Genius Cartoon Channel features original programming, such as *Baby Genius*, *SpacePOP*, Warren Buffett's *Secret Millionaires Club* and *Thomas Edison's Secret Lab*, as well as shows from other program creators around the world such as *Eddie Is A Yeti* and *Nancy Drew Codes & Clues*. Beginning in November 2016, the Kid Genius Cartoon Channel will also be available across OTT (over-the-top) platforms, including Roku, Apple (APPL), Amazon (AMZN), Sony (SNE), Google (GOOGL) and Samsung with additional platforms to follow.

"We are excited to be partnering with Genius Brands on expanding the reach of their Kid Genius Cartoon Channel through a truly multi-platform direct to consumer offering," says Vikrant Mathur, Co-Founder of Future Today, Inc. "Utilizing our cloud-based platform, the Kid Genius Cartoon Channel will be able to offer an on-demand entertainment experience that is not only safe for kids and can be controlled by parents, it's truly engaging as well."

"Future Today is exactly that," explained Debra Pierson, General Manager of Kid Genius

Cartoon Channel. "As consumers' viewing habits have changed, so too has the typical content distribution model. Future Today can deliver us into the 20 million households who aren't subscribing to cable or satellite for their entertainment, and who are choosing from myriad devices and smart TVs. It may seem like an alternative approach to some, but we see the future for content distribution in Future Today."

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. (NASDAQ: GNUS) is a publicly traded global brand management company that creates and licenses multimedia content. Led by award-winning creators and producers, the Company distributes its content worldwide in all formats, as well as a broad range of consumer products based on its characters. In the children's media sector, Genius Brands' portfolio features "content with a purpose" for toddlers to tweens, which provides enrichment as well as entertainment, including new preschool property ***Rainbow Rangers***; tween music-driven brand ***SpacePOP***; preschool property to debut on Netflix ***Llama Llama***; award-winning ***Baby Genius***, re-launched with new entertainment and over 40 new products; adventure comedy ***Thomas Edison's Secret Lab***, available on Netflix, public broadcast stations and the ***Kid Genius Cartoon Channel***; Warren Buffett's ***Secret Millionaires Club***, created with and starring iconic investor Warren Buffett. The Company is also co-producing an all-new adult animated series, ***Stan Lee's Cosmic Crusaders***, with Stan Lee's Pow! Entertainment and The Hollywood Reporter. Additionally, under Genius Brands International's wholly owned subsidiary, A Squared Entertainment, the Company represents third-party properties, including From Frank, a humor greeting card and product line, and ***Celescence Technologies***, the world's leading micro encapsulation company, across a broad range of categories in territories around the world. For additional information please visit www.gnusbrands.com.

About Future Today, Inc.

Future Today is a multi-platform video distribution company that works with over 500 Content Partners -- Media Companies, Production Studios, Multi-Channel Networks and YouTube Creators -- to help distribute, market and monetize their content by creating custom branded channels on platforms such as Roku, Amazon Fire TV, Apple TV and Smart TVs. Future Today channels have been downloaded over 17 million times.

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/2016/11/29/11G123553/Images/Warren_Buffett_s_S632ded0d84e7967d8fee48780075ea8b.jpg

MEDIA CONTACT:

Michelle Orsi/Carol Holdsworth
Three.Sixty Marketing & Communications
310-418-6430; 805.252.1848

[Email contact](#)

FOR INVESTOR RELATIONS:

Robert Haag
Managing Partner
IRTH Communications

[Email contact](#)

866-976-4784

Source: Genius Brands International, Inc.