

October 3, 2018



Genius Brands International, Inc. Issues Shareholder Letter

BEVERLY HILLS, Calif., Oct. 03, 2018 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. "Genius Brands" (NASDAQ: GNUS), the global brand management company that creates and licenses multimedia entertainment content for children, released a letter to shareholders from Chairman & CEO Andy Heyward. The complete letter follows:



Netflix has renewed LLAMA LLAMA for a 2nd season, starring Jennifer Garner, and Genius Brands International has begun producing the episodes, as well as two half-hour holiday specials for delivery late in 2019.

Dear Shareholders,

With the excitement associated around the **RAINBOW RANGERS** upcoming launch November 5th on NICK Jr, we cannot lose sight that we *also* have a hit series on Netflix in **LLAMA LLAMA**. Genius Brands International now has *two major engines of income generation moving closer to the marketplace with revenues and earnings to be recognized soon in 2019*.

Netflix has renewed **LLAMA LLAMA** for a 2nd season, and we have begun producing the episodes, as well as two half-hour holiday specials for delivery late in 2019. Additionally, Monday we announced, that we have secured a round of non-dilutive financing from Bank Leumi to fund the production of the series.

JENNIFER GARNER began her voice recordings yesterday in her starring role as *Mama Llama*. Jennifer is not just a mega movie star, but she is a very special individual who has aligned herself with amazing causes, the likes of *Save the Children*, where she sits on the board of directors. Her prodigious voice over talents were being recorded yesterday, for the first episodes of the new season, and you can see them in the video link below!

<http://qInk.io/qI/5bb41403e4b01ce66b13ead5>

The **consumer product licensing program** for *Llama Llama* is now under full activation with numerous companies now coming to us for product licenses, as the success of not just the *Llama Llama* books, but also the animated series on Netflix has been noted. The attached release* speaks to new licensees in *Christmas goods* and *party supplies*, coming alongside *toys, figures, playsets* and *plush, branded coloring* and *activity books, animatronic plush toys, belts*, and a full line with Kids Preferred of *developmental infantile toys* and *plush*. New products will roll out later this year and throughout 2019.

I often speak about 'billion-dollar brands.' ***What makes billion-dollar brands in the kids business???*** They start with successful content. Once the content is successful either in television, movies, or games, then the consumer products are licensed to come into the children's marketplace. Strong brands for example, like *Strawberry Shortcake* and *Power Rangers* and *Ninja Turtles* and *Pokémon* and *Sesame Street* and *Paw Patrol*, all became household names. The products generate royalties, and the royalties thus become earnings... many, many millions of dollars of earnings when they hit. When I produced *Strawberry Shortcake*, we ultimately did over \$5 BILLION DOLLARS OF RETAIL SALES. *Paw Patrol*, currently on Nickelodeon, has been a huge success and the engine behind \$1.7 billion dollars of Spin Master revenues this year, fueling their meteoric rise up to a \$5 BILLION+ MARKET CAP.

Sincerely,
Andy Heyward
Chairman & CEO
Genius Brands International, Inc.

*link to release:

<http://qInk.io/qI/5bb419a4e4b01ce66b13eaf3>

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.

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A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/57f35514-7b49-4866-9886-863732995972>



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