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# **Genius Brands Retains IRTH Communications to Provide Investor Relations Services**

## **IRTH to Increase Exposure for Investment in Genius Brands**

SAN DIEGO, Dec. 12, 2011 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. (OTCQB:GNUS), developer and marketer of the award winning Baby Genius® line of music and education-based products and characters, today announced it has retained Santa Monica, California-based IRTH Communications, LLC. IRTH Communications is an investor relations and communications firm focused on socially responsible investments and companies.

Andrew Haag, Managing Partner at IRTH, commented, "Genius Brands has a tremendous asset in Baby Genius®. By growing the Genius brand portfolio they are positioned to add significantly to corporate revenues and valuation. Genius Brands offers a compelling value proposition for the small cap investor looking for a high-quality company with great upside potential. The Company's education-based products for young children and families contribute to building a solid future for the next generation. IRTH is committed to supporting Genius Brands' goals as a socially responsible company."

"We are extremely pleased to have IRTH on board," commented Genius Brands Chairman and CEO, Klaus Moeller. "This is an exciting and critical time for us to get in front of the investment community with our new corporate name and ticker which support our brand extension strategy. We believe IRTH is both very effective as an IR firm and they share our passion and enthusiasm for delivering products and services for the well-being of society."

Genius Brands and IRTH will be creating several different initiatives aimed at increasing corporate exposure with new investors, as well as current shareholders, customers and vendors. The Company is aware that many of its loyal customers are also shareholders. As the company grows and expands its reach in entertainment and education products for families, it expects that this cross pollination of the customer/investor base will continue.

### *About IRTH Communications, LLC*

IRTH Communications provides Investor Relations, Financial Communications and Strategic Consulting services to companies focusing on sustainable products and services, alternative energy, clean and renewable technology, natural and organic products and socially responsible activities.

In general, socially responsible investing, sustainable investing & ethical investing, describes

an investment strategy which seeks to maximize both financial return and social good. Our focus is to serve "Green" and "Sustainable" businesses as a strategic, value-added advisor and partner.

### *About Genius Brands*

Genius Brands International, Inc. is the developer and marketer of the award winning Baby Genius® line of music and education-based products and characters. The Company is developing and marketing a growing line of Genius branded products that entertain and educate the whole family. Baby Genius® awards include: Mom's Choice Award, The National Parenting Center Seal of Approval, *The Toy Insider* Best Toddler Toys, Dr. Toy 100 Best Children's Products, NAPPA Honors Award, iParenting Excellent Product Award, Creative Child Preferred Choice Award, Latino DVD Awards, iParenting Media Award, Film Advisory Board Award of Excellence, Kids First! Quality Children's Media Endorsement, *Parents Magazine* 2002 "Video of the Year," and Best "Under 3" QSR Program 2004/2005 from *Restaurant Magazine*. Baby Genius® products are available at most major retailers and have international exposure in over 40 countries. For brand information please visit [www.babygenius.com](http://www.babygenius.com). For Company information please visit [www.pacificentcorp.com](http://www.pacificentcorp.com).

### *Forward-looking statements*

This release contains forward-looking statements made by or on behalf of Genius Brands International Inc. All statements that address operating performance that the Company expects will occur in the future, including statements relating to operating results for fiscal 2011 and beyond, revenue growth, future profitability or statements expressing general optimism about future operating results, are forward-looking statements. These forward-looking statements are based on management's current views and we cannot assure that anticipated results will be achieved. These statements are subject to numerous risks and uncertainties, including, among other things, uncertainties relating to the Company's success in judging consumer preferences, financing the Company's operations, entering into strategic partnerships, engaging management, seasonal and period-to-period fluctuations in sales, failure to increase market share or sales, inability to service outstanding debt obligations, dependence on a limited number of customers, increased production costs or delays in production of new products, intense competition within the industry, inability to protect intellectual property in the international market for our products, changes in market condition and other risks and uncertainties indicated from time to time in our filings with the U.S. Securities and Exchange Commission (SEC) available via the SEC's website at [www.sec.gov](http://www.sec.gov). Readers are cautioned not to place undue reliance on forward-looking statements and are encouraged to consider the risk factors that could affect actual results. The Company disclaims any intent to update forward-looking statements.

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