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Genius Brands International Signs Content Partnership Deal With ConnectiVISION TV Networks to Extend Brand Exposure

Baby Genius Videos to Air on Healthcare Channel in Doctors' Offices Across the Country

SAN DIEGO, April 19, 2012 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. (OTCQB:GNUS), developer and marketer of entertainment products including the award-winning [Baby Genius®](#) line of music and education-based products and characters, today announced that it has signed a Content Agreement with ConnectiVISION TV Networks to provide its original Baby Genius® children's programming for display on ConnectiMed Networks. ConnectiMed broadcasts programming through hundreds of TV screens in hospitals, clinics, and doctor's offices across the United States.

Baby Genius® videos will air alongside some of the most popular shows broadcast on networks including NBC, CBS, Fox, CNBC, and PBS to make the medical waiting room experience more enjoyable and pleasant.

"ConnectiVISION aims to deliver entertaining and educational content to viewers in high dwell, high engagement environments such as medical waiting rooms. Baby Genius® videos are the kind of high quality content that is certain to engage and entertain young children during their wait. We are pleased to partner with Genius Brands and have access to their original content on our networks," stated Henry Mauriss, CEO of ConnectiVISION TV Networks.

"This Content Agreement further expands branding opportunities for Baby Genius®. In pediatricians' and other medical offices, children can now have fun watching our videos while even more parents and grandparents become aware of our brand," added Genius Brands CEO Klaus Moeller. "Baby Genius® videos have been the number one children's video-on-demand on COMCAST and Cox Cable networks for the past five years. These kinds of content agreements grow our brand awareness and brand value while supporting increased sales of our DVDs, CDs, and licensed products. We look forward to a long term agreement with ConnectiVISION as they expand their network in away from home television."

About Genius Brands

Genius Brands International, Inc. is the developer and marketer of entertainment products including 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. For Company information please visit <https://ir.stockpr.com/babygenius/overview>.

The Genius Brands International, Inc. logo is available at <https://www.globenewswire.com/newsroom/prs/?pkgid=11441>

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 2012 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. 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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