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Genius Brands International Develops Strategy to Monetize Growing Trend in Mobile Technology

SAN DIEGO, May 30, 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 it is aggressively pursuing a strategy to monetize its brand assets in the growing mobile technology space including smartphones, e-readers, and tablets.

The Company has developed strong brand recognition for Baby Genius® with products sold through the largest retailers in the U.S. Wendy's is promoting and giving away Baby Genius® board books through 6,500 of its restaurants in a year-long campaign. Genius Brands' brand recognition has landed the Company an international toy licensing deal with JAKKS Pacific (Nasdaq:JAKK), with a line of 20 toys hitting the shelves this fall. According to a study commissioned by the Company, 70% of moms in the U.S. know the Baby Genius® brand.

"The brand equity we have built through Baby Genius® is significant. We intend to further leverage and build this asset through mobile computing platforms which are now overtaking PCs. We have a strong strategy in place and are executing on it immediately," stated Klaus Moeller, Genius Brands' Chairman and CEO. "We believe digital sales and licensing of our characters and content may be a major driver of our growth momentum in the future."

[According to BI Intelligence](#), last year, smartphone sales reached 470 million units to exceed PC sales for the first time, while nearly 100 million tablets and e-readers were sold in 2011. BI Intelligence also projects that tablet and e-reader sales will reach 500 million by 2015, marking a 50% compound annual growth rate between 2011 and 2015.

"The intrinsic value to the user of these mobile computing devices is driven by the content that runs on them. We see a tremendous opportunity for Genius Brands in developing, marketing and selling educational and entertaining branded content that runs on smartphones, tablets, and e-readers used by families. While we've been developing content for years, the very nature of education and entertainment is changing today as a result of mobile technologies and we plan to be a part of the exploding growth rates seen in this market," added Moeller.

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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