

June 19, 2012



Genius Brands International Reports Strong Showing at Licensing EXPO 2012

SAN DIEGO, June 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 the Company has just concluded three days of licensing talks for its Baby Genius® and Little Genius® brands at the Licensing Expo in Las Vegas on June 12 through 14.

In the past few years Genius Brands has licensed its Baby Genius® brand in several categories where product manufacturers and marketers are reaping the benefits of Baby Genius®'s strong brand recognition which supports sales of products designed for babies, toddlers and preschoolers. The Company has signed a licensing agreement with JAKKS Pacific (Nasdaq:JAKK) [for a line of toys](#) including 20 SKUs. The line includes Baby Genius® Be a Star Sing-Along Jukebox, Baby Genius® Be a DJ Bear Jam-bouree and Baby Genius® Musical Friends-in-the-Box. Genius Brands toys from the deal with JAKKS Pacific are expected to begin hitting the shelves by the end of summer in national and international retail chains.

"We had a great show and saw strong interest from groups in categories that remain untapped for us. Our already well-recognized brand is growing further awareness through deals like our [Kids Meals® deal with Wendy's®](#), the second largest hamburger chain in America. Licensing our brand for the sale of high-quality products for children benefits the Company through further brand recognition and high-margin licensing royalty revenues. Our prior toy licensing relationship resulted in 10's of millions of dollars in sales of Baby Genius® toys at the retail level through Walmart. The roll out of toys through our licensing deal with JAKKS is expected to start generating sales late this year. We look forward to developing the relationships from the Licensing Expo into new deals for our Company," stated Genius Brands Chairman and CEO Klaus Moeller.

About Licensing Expo 2012

For over 30 years, [Licensing Expo](#) has brought together retailers, manufacturers, brand owners and marketers looking to find new properties and brands, see the latest trends in the industry, and to initiate licensing deals. Licensing Expo 2012 hosted attendees from over 90 countries.

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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Source: Genius Brands International, Inc.