

June 26, 2012



# Genius Brands International Sees Bright Future for Baby Genius(R) Brand with New Licensee Sunscape Eyewear

## Sunglasses and Eyewear Featuring Baby Genius(R) Characters Slated for Holiday 2012 Retail Debut

SAN DIEGO, June 26, 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 has signed a licensing agreement naming [Sunscape Eyewear](#) as an eyewear licensee for the Baby Genius® brand. Sunscape is a global manufacturer and distributor of high fashion eyewear and accessories with established distribution channels throughout the U.S. and around the world.

The two-year agreement grants Sunscape rights to manufacture and distribute worldwide Baby Genius®-themed eyewear for boys and girls ages 0-4 years featuring the beloved Baby Genius® characters. Product categories include sunglasses, eyewear and eyewear accessories such as croakies and cases.

The initial line of products will debut in time for the 2012 holiday season, and will be targeted to the nation's largest mass retailers including Walmart, Toys 'R' Us, Babies 'R' Us and Target.

"The brand enthusiasm that children have for Baby Genius® characters will help drive demand for these new Sunscape sunglasses. Baby Genius® DVDs and CDs are currently sold at some of the mass retailers that carry Sunscape eyewear, creating a growing line of Genius branded products in the nation's largest stores. As a major international provider of eyewear, Sunscape is the kind of partner we are very pleased to work with," said Genius Brands Chairman and CEO, Klaus Moeller. "At Licensing Expo 2012 we had strong interest from many companies regarding licensing the Baby Genius® brand for additional product categories. With the launch of Baby Genius® branded toys from JAKKS Pacific in the fall, and Sunscape sunglasses during the busy holiday shopping season, we look forward to further brand monetization."

"Sunscape brings a true fashion sense to the Baby Genius® brand that is certain to appeal to children and resonate with parents who demand quality eyewear for their youngsters at affordable prices. We are pleased to be partnering with Sunscape and look forward to an innovative new line of children's eyewear fashion from their talented designers," said Howard Balaban, EVP New Business Development, Genius Brands International.

"Baby Genius® is a prized children's pedigree that is a perfect complement to our growing mix of fun designs for active lifestyles. We look forward to creating a playful new line of children's eyewear and accessories that deliver on the high quality standards both retailers and consumers have come to expect from the Baby Genius® and Sunscape brands," said Wally Rizza, Chairman, Sunscape Eyewear.

### *About Sunscape Eyewear*

Sunscape Eyewear has been creating fashion-forward eyewear for 17 years. The company boasts the quintessential entrepreneurial success story, growing from a small retail operation to an internationally known brand with a presence in Los Angeles, New York, London and Milan.

Sunscape is known for its innovative, trendy, yet affordable designs. In addition to creating its own unique styles, Sunscape works with world-famous fashion brands, and recently secured the license with Lucas Film Ltd. to create a Star Wars line of eyewear. Other partnerships and brands include Le Tour de France Eyewear, BLNQ, Rockstar, and the Peek-a-Boo line for children.

### *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](http://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](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.

CONTACT: Investor Relations Contact:  
Mr. Andrew Haag  
Managing Partner  
IRTH Communications, LLC  
Tel: +1-866-976-IRTH (4784)  
E-Mail: [Andrew@irthcommunications.com](mailto:Andrew@irthcommunications.com)  
Website: [www.irthcommunications.com](http://www.irthcommunications.com)

Media Contact:  
John Russel  
RUSSEL Public Relations  
Tel: +1-818-561-5072  
Cell: 818-516-8572  
E-Mail: [JRussel@russelprrla.com](mailto:JRussel@russelprrla.com)

Source: Genius Brands International, Inc.