

July 9, 2012



Genius Brands International Partners With Nokia to Bring Award-Winning Baby Genius(R) Brand to Windows Phone Worldwide

Baby Genius(R) Mobile App Series to Open New Windows of Learning for Children Around the Globe This Summer

SAN DIEGO, July 9, 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 in partnership with Nokia Corporation (NYSE:NOK) it will bring unique and exclusive mobile apps that run on Microsoft Corp.'s Windows Phone® platform to the award-winning Nokia Lumia range of devices including the Lumia 900 on AT&T.

Genius Brands is developing and plans to market the Baby Genius® *Ready, Play, Learn*™ line of educational apps featuring Baby Genius® characters for Microsoft's Windows® Phone platform exclusively for Nokia's range of Lumia smartphones. *Ready, Play, Learn*™ is being developed to offer learning opportunities by bringing education to mobile technology. It creates a new way to help prepare children for the preschool to kindergarten transition by empowering parents with state of the art tools to help them. Genius Brands' Sing 'n Play Pals™ are the first apps in the Ready, Play, Learn™ kindergarten readiness program using music to educate and entertain the youngest app users.

The first two apps in the Sing 'n Play Pals™ series are currently in development and are scheduled for launch in the summer of 2012 as part of Nokia's stable of recommended apps for Lumia phones. The try and buy Baby Genius® apps will feature free and premium content available at the option of the parent unlocking additional content. The next apps in the Ready, Play, Learn™ line of educational apps are scheduled for launch in the 4th quarter.

Rexi the Dinosaur and Bubbles the Bear will be the first Baby Genius® characters to star in the Sing 'n Play Pals™ line of apps designed to bring the Baby Genius® characters to life, with entertaining animated movements that let children interact with the characters, learn, and play games. Children will be able to interact and talk to Rexi or Bubbles, and the Baby Genius® characters will repeat anything you say. Kids will be able to make them giggle, wiggle, play an instrument, kick a soccer ball, and even eat a sandwich! Children will also be able to sing along with the characters and play back the duet instantly. Users will be able

to video record their experiences and send the videos to friends via email, or share the videos on social networking sites such as YouTube and Facebook.

"We are extremely excited to work with Nokia as their content partner for its Windows Phone platforms and look forward to a long and successful relationship between our companies as we produce a series of Baby Genius® content for Windows® Phone. We believe this content is well suited for other Windows® platforms so that children and families can enjoy Baby Genius® educational content on multiple devices," stated Klaus Moeller, Genius Brands' Chairman and CEO. "We are proud to receive the marketing support of Nokia for its worldwide launch of the Windows Lumia phones."

Chris Surowiec, Nokia's Head of Business Development for Global Partners, added, "The Lumia 610, 710, 800, and hero device Lumia 900 on AT&T are helping to drive the success of the Microsoft Windows Phone ecosystem by attracting valued and engaging content from trusted publishers. Parents want to be confident being their young children's first teacher and Baby Genius® content delivers on that promise."

Genius Brands' Chief Creative Officer, Larry Balaban commented, "Smartphones can be used in very productive ways to provide entertainment, education and meaningful interaction between parents and their young children. It is truly exciting to make Baby Genius® a part of a growth platform that we believe will be a success in partnership with such industry giants as Microsoft and Nokia."

Download Photos: http://visualaspectmedia.com/GBI/GBI_PR_070812.zip

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>

About Nokia

Nokia (NYSE:NOK) is a global leader in mobile communications whose products have become an integral part of the lives of people around the world. Every day, more than 1.3 billion people use Nokia to capture and share experiences, access information, find their way or simply to speak to one another. Nokia's technological and design innovations have made

its brand one of the most recognized in the world. For more information, visit <http://www.nokia.com/about-nokia>.

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.