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Genius Brands Partners With Pacific Digital Distribution to Launch Baby Genius(R) Streaming Service in October 2013

Subscription-Based Service Gives Consumers Immediate Access to Entire Catalog of Baby Genius(R) Content Via Mobile and Connected Devices Through PDD's Proprietary Cloud Video On Demand WAVE Platform

SAN DIEGO, Sept. 25, 2013 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. (OTCQB:GNUS), developer and marketer of entertainment products including the award-winning [Baby Genius®](#) line of music and edutainment products and characters, today announced it has formed a strategic partnership with Pacific Media Technologies' Pacific Digital Distribution (PDD) division to bring the entire catalog of Baby Genius® video, music and digital content to a global audience.

PDD, a digital video services company dedicated to the distribution of content to broadcast, cable, Internet and mobile video platforms, will connect consumers to Baby Genius® content through its proprietary Cloud Video On Demand WAVE platform. WAVE is an enabled content management system that includes an e-commerce model for online payment gateways and manages digital distribution to any end-points including all mobile and connected devices, and content models including VOD and subscription rentals.

The new Baby Genius® streaming service will be available to consumers beginning in October 2013 at a monthly subscription rate of \$5.99 for immediate access to 125 Baby Genius® videos and 500 Baby Genius® songs. Additional digital content including Baby Genius® ebooks and Baby Genius® apps will be added to the service in 2014.

"The WAVE platform provides our customers with tremendous value and a compelling entertainment experience. Consumers are looking for inexpensive and hassle-free ways for their children to view educational and fun shows, and PDD's Wave platform meets that need head-on. Instead of shifting from service to service to enjoy individual titles, subscribers will be able to create custom playlists for hours of enjoyment almost anywhere," stated Genius Brands CEO and Chairman Klaus Moeller.

"We are excited to partner with Baby Genius® and assist with the VOD delivery of their brilliant catalog of children's educational products and media," said Bill Hynes, CEO of

Pacific Media Technologies. "Our WAVE platform connects directly to today's Smart TVs and mobile devices using an Internet connection to deliver Blu-ray and DVD-quality video instantly. Baby Genius® customers can now choose from an enormous selection of shows, music, games and e-books while streaming from the cloud without the need of a DVD player."

"The launch of PDD's WAVE Video On Demand Cloud platform and Baby Genius® products demonstrates PDD's commitment to creating an opportunity that instantly delivers the entertainment consumers want directly to their Smart TVs and mobile devices," said Ruben Garcia, PDD Director of New Media.

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>.

About Pacific Digital Distribution

Pacific Digital Distribution (PDD), a division of Pacific Media Technologies, is a digital video services facility dedicated to customization, duplication, and distribution of short and long form content to broadcast, cable, Internet, and mobile video platforms. The Company excels in both analog and digital ad distribution for major Direct Response TV companies. PDD also provides world-class encoding, digital asset management, and content storage solutions. The Company's digital deliverables include: customized editing, repurposing content, archive preservation, and multi-platform international distribution. More information about the Company can be found at www.pmtmedia.tv.

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 2013 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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