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Genius Brands International Expands Global Distribution of Award-Winning Baby Genius(R) Branded Content

New Baby Genius(R) Online Streaming Service Launches, Offering Thousands of Songs and Videos for Toddlers

Content Additionally Available Through Newly Renewed Agreement With Comcast

BEVERLY HILLS, CA -- (Marketwired) -- 04/07/14 -- Genius Brands International, Inc. (OTCQB: GNUS), a global brand management company dedicated to providing entertaining and enriching 'content with a purpose' for toddlers to tweens, announces the expanded distribution of its Baby Genius® content library with the introduction of a new online streaming service that makes its entire library of music and videos available at <http://babygenius.com>. The Company has also recently extended its agreement with Xfinity TV by Comcast. The announcement was made today by Andy Heyward, Chairman & CEO of GBI.

"With the prevalence of hand held mobile device use among young children and the increased amount of time kids spend with these devices, the need for easy access to quality digital entertainment has never been greater," said Heyward. "Through these partnerships, we are making the entire Baby Genius® library of award-winning content easily accessible to parents and young children, both on television with Comcast and online through our new streaming service."

Together with the design and marketing team at Direct Action Group, LLC and Pacific Media Technologies' digital video services company, GBI has launched the new online Baby Genius® streaming service, which features the entire Baby Genius® content library, giving parents and children the opportunity to create their own playlists and more. The library offers thousands of songs, including classic nursery rhymes, learning songs, seasonal classics and more. Other Baby Genius® products, including books, toys and videos are also available for purchase.

GBI has also extended its agreement with Xfinity TV by Comcast. Baby Genius®, the #1 Xfinity On Demand property on the Baby Boost Channel, is available to Xfinity TV customers and has amassed over 50 million downloads over the past seven years. Xfinity TV allows customers to stream and download exclusive Baby Genius® content across platforms, providing unlimited content combination and continuous play.

About Baby Genius®:

Baby Genius® creates musical baby toys and music-based products with a library featuring 500 songs and 125 music videos. Currently, Baby Genius® products are available in more than 8,000 retail locations in the U.S. and have international exposure in over 40 countries. In 2013, over 1M DVDs/CDs sold on Groupon alone, and Baby Genius® is the #1 children's on-demand property on Comcast's Baby Boost channel, earning 50M+ downloads and over 500,000 VOD users/month. The Baby Genius® YouTube channel (www.youtube.com/babygenius) boasts over 15 million cumulative views with increases of over 600,000 views per month; plus over 500,000 downloads on iTunes.

Baby Genius products have earned numerous awards from parent groups and organizations, including the Mom's Choice Award, The National Parenting Center Seal of Approval, Creative Child Preferred Choice Award, iParenting Media Award, Kids First! Quality Children's Media Endorsement and many others. The Company recently debuted Little Genius® Jukebox, the first in a series of all-new interactive 3D animated apps for iPad, iPad Mini and iPhone which was released in the App Store™. Genius Brands International is currently developing new products and new forms of distribution to continue to grow the Baby Genius® brand globally.

About Genius Brands International:

Headquartered in Los Angeles, California, Genius Brands International (OTCQB: GNUS) is a publicly traded multimedia content and brand management company with the merged assets of A Squared Entertainment LLC and Genius Brands International, Inc.

Led by industry veterans, Andy Heyward and Amy Moynihan Heyward, Genius Brands International includes award-winning *Baby Genius*, Warren Buffett's *Secret Millionaires Club*, Gisele Bundchen's *Gisele & the Green Team*, Martha Stewart's *Martha & Friends*, *Thomas Edison's Secret Lab* and *Stan Lee Comics*, featuring its first movie, *Stan Lee's Mighty 7*. The Company provides "content with a purpose" for kids of all ages, meaning interactive content that is as entertaining as it is enriching.

Forward Looking Statements:

Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements. While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation those set forth in the Company's filings with the Securities and Exchange Commission (the "SEC"), not limited to Risk Factors relating to its business contained therein. Thus, actual results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.

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