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Genius Brands International Appoints Matthew Kornberg as Controller

BEVERLY HILLS, CA--(Marketwired - Apr 10, 2014) - Genius Brands International, Inc. ("GBI") (OTCQB: GNUS), a global brand management company dedicated to providing entertaining and enriching content with a purpose for toddlers to tweens, has named Matthew Kornberg as Controller. The announcement was made today by Genius Brands International's Chairman and CEO Andy Heyward, and Amy Moynihan Heyward, President, Genius Brands International, to whom Kornberg will report.

"Matthew has an innate aptitude for finance and brings fresh insights and a global perspective to the role of Controller for Genius Brands International," said Andy Heyward. "He has a keen understanding of all of the various aspects of the company's operations, from production and distribution to licensing and business development and is a welcomed addition to our company."

"Matthew is an experienced and accomplished addition to our management team," added Amy Heyward. "He embraces the vision we have for GBI and will be a big part of helping guide the company to achieve its full potential."

"I'm very enthusiastic about the opportunities for growth and expansion that now exists with Genius Brands International," added Kornberg. "Andy and Amy have a tremendous wealth of experience and knowledge in all facets of the children's media business -- brand management, production, licensing and distribution -- and I'm looking forward to collaborating with them and to utilizing my financial expertise to facilitate the company's ongoing success."

Based in Genius Brands International's Beverly Hills headquarters, Kornberg will be responsible for maximizing the financial assets of the company by establishing strategic financial policies, procedures, controls and reporting systems while overseeing the operations of the company's financial unit. Kornberg, a Certified Public Accountant, will also be charged with producing Genius Brands International's quarterly and annual financial reports, providing financial analysis for capital investments, debt, pricing policies and contract negotiations in addition to coordinating with external auditors for the company's annual audit.

Kornberg joins Genius Brands International from BDO USA, where he served as an assurance associate. In that capacity, Kornberg was responsible for detailed testing, analytical analysis, and financial statement preparation for clients across varied industries, including Distribution, Entertainment, Financial Services, Manufacturing, Retail, Real Estate and Venture Capital. He also handled VC valuation models, stock and debt issuance, international financial statement consolidation, quarterly and annual reports of Issuers,

internal control design and testing, and employee benefit plans.

Previously, Kornberg held various positions in Finance and Business Development with such companies as InTheMO.com Interactive Marketing, The Ozurovich Group, Kayne Anderson Capital Advisors, Ticketmaster Entertainment and Overbrook Entertainment.

Kornberg earned his Master's degree in Professional Accounting from the University of Texas at Austin, McCombs School of Business after completing his undergraduate degree in Economics at University of Southern California.

Kornberg, a Next Generation Board Member of ORT America, the global Jewish organization committed to strengthening communities throughout the world by educating people against all odds and obstacles.

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 patent 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.

MEDIA CONTACT:

Three.Sixty Marketing + Communications
Michelle Orsi/Carol Holdsworth
310-418-6430; [Email Contact](#)
805-252-1848; [Email Contact](#)

INVESTORS RELATIONS CONTACT:

Victor Roberts

RedChip Companies

[Email Contact](#)

407.644.4256, ext. 111