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Genius Brands International Partners With Comcast on Baby Genius(R) Content

New Agreement Expands Baby Genius(R) Content Offering With Xfinity on Demand

BEVERLY HILLS, CA -- (Marketwired) -- 06/26/14 -- 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, has partnered with Comcast on the distribution of its Baby Genius® content. According to the terms of the new open-ended agreement, Comcast will make all episodes of the Baby Genius® Nursery Rhymes and Baby Genius® Baby Animals series available to Xfinity TV customers to stream online or download to enjoy anytime via the Xfinity TV Go app and website. Additionally Baby Genius® content is also available for free on Xfinity TV by Comcast. The announcement was made today by Andy Heyward, Chairman & CEO of GBI.

"Our newly expanded partnership with Comcast will provide parents and their children with on-demand access to Baby Genius® content when at home or on the go," said Heyward. "The efficiency that Comcast offers in terms of both accessibility and affordability makes our goal of keeping children engaged with Baby Genius'® award-winning, high quality and immersive content across all media platforms readily achievable."

Prior to the new deal which transitions the partnership from marketing-based to commercial based, Baby Genius ® content was available through Comcast's Xfinity TV on its Baby Boost Channel. Since its debut on Xfinity TV, Baby Genius® content has earned the distinction of being the #1 Xfinity On Demand property on the Baby Boost Channel. Over the past seven years, the Baby Genius® content has amassed over 50 million downloads and over 500,000 VOD users/month across the Xfinity TV platforms, providing unlimited content combinations 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.

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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