

September 26, 2014



Genius Brands International Appoints INgrooves Music Group as Its Global Audio Digital Distribution Partner

Distribution Efforts Focused on Baby Genius(R) "Content with a Purpose"

BEVERLY HILLS, CA -- (Marketwired) -- 09/26/14 -- 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, announced today that it has appointed INgrooves Music Group, one of the largest digital distribution & marketing companies in the world, as its global audio digital distribution partner. The announcement was made by Genius Brands International's CEO, Andy Heyward.

"INgrooves is one of the largest and most efficient distributors of digital audio content in the world. We are confident to see dramatic increases in our already growing digital revenue numbers, as a result of this new deal," comments Heyward. "Digital audio platforms such as iTunes and others, have historically generated six figure revenues from the *Baby Genius* catalogue, and we expect to see that dramatically increase as we transition now to INgrooves with its aggressive and efficient systems."

"Andy and his team at Genius Brands are developing an excellent catalog of children's material that fans are going to love," said INgrooves General Manager, Amy Dietz. "I know I speak for the entire INgrooves team when I say we are proud of this partnership and we look forward to working on each project and delivering this enriching content to children and their parents all around the world."

In addition to managing worldwide distribution for the GBI catalog, INgrooves will be providing various global sales and marketing and strategic services, including digital music service promotion, project management, release strategy guidance and more.

Working in collaboration with INgrooves, GBI is positioning the company as a key player in the global children's entertainment media market. In addition to its Baby Genius® product line, GBI will also work with INgrooves on the worldwide audio distribution of its children's brand portfolio, which includes entertainment content from the *Stan Lee's Mighty 7 (SLAM7)* franchise, created by the legendary Stan Lee and featuring an all-star voice cast; the animated television series Warren Buffett's *Secret Millionaires Club*, which airs in the U.S. on the Hub Network; and the innovative series *Thomas Edison's Secret Lab*, which demonstrates how much fun science can be.

About INgrooves Music Group:

INGrooves Music Group is a leader in the independent music distribution and marketing industry. The company is comprised of INgrooves Distribution Services, INresidence Artist Services and INgrooves Rights Services. All divisions of the company work together to provide independent labels, established artists and other content owners with the most transparent and scalable distribution tools, rights management services, and the most thoughtful marketing solutions that enable them to maximize their sales in today's dynamic global marketplace. For more information, visit: INGrooves.com. INgrooves Music Group is a division of [IsolationNetwork, Inc.](http://IsolationNetwork.com)

About Genius Brands International:

Headquartered in Beverly Hills, California, Genius Brands International "GBI" (OTCQB: GNUS) is a publicly traded global brand management company that creates multimedia content for toddlers to tweens. Led by award-winning creators and producers CEO Andy Heyward and President Amy Moynihan Heyward, GBI creates "content with a purpose," meaning content that is as entertaining as it is enriching. GBI's growing library of content includes the award-winning *Baby Genius*, Warren Buffett's *Secret Millionaires Club*, *Thomas Edison's Secret Lab* and *Stan Lee's Mighty 7*, the first project from *Stan Lee Comics*, a joint venture with legendary Stan Lee's POW! Entertainment.

A Squared Entertainment, a wholly owned subsidiary of Genius Brands International, is a brand management and licensing company that represents 3rd party properties across a broad range of categories in territories around the world. The company currently represents *Psycho Bunny*, a luxury apparel line; *From Frank*, a humor greeting card and product line; *Elektro Kids* and *MIP* both from Wowee Toys; *Celescence Technologies*, the world's leading microencapsulation company; and *Archie Comics*, celebrating its 75th Anniversary as one of the most successful and beloved comic book brands of all time. For more information, please visit www.gnusbrands.com

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.

GBI MEDIA CONTACT:

Three.Sixty Marketing + Communications
Michelle Orsi/Carol Holdsworth
310-418-6430; [Email Contact](mailto:Michelle.Orsi@36marketing.com)
805-252-1848; [Email Contact](mailto:Carol.Holdsworth@36marketing.com)

GBI INVESTOR RELATIONS CONTACT:

Michael Porter
PLR Investor Relations
212.564.7000
[Email Contact](#)

INGROOVES MUSIC GROUP MEDIA CONTACT:

John Vlautin
Spinlab Communications
[Email Contact](#)
818-763-9800

Liz Angelucci Beggs
Sr Director Corporate Communications
Isolation Network, Inc.
[Email Contact](#)
415-489-7036

Source: Genius Brands International