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Genius Brands International Signs New International Broadcast License Deals for Warren Buffett's Secret Millionaires Club, Reaching Millions of Viewers Worldwide

Deals Signed in Europe, Asia and Middle East Expand the Brand's Solid U.S. Presence on Television, Online, and at Retail

LOS ANGELES, CA -- (Marketwired) -- 10/02/14 -- 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, continues to expand the reach of its children's animated television series, **Secret Millionaires Club**, from its solid U.S. presence across television, online and retail to the international marketplace with a slate of new license deals with multiple international television networks and media platforms. The announcement was made today by Genius Brands International's SVP of Global Sales, Andrew Berman.

Among the international television networks acquiring the 26 half-hour **Secret Millionaires Club** series are Finland's **MTV3**, Thailand's **Workpoint**, Singapore's **Mediacorp** and Israel's **Imagine Media**. Rounding out recent licensing agreements for **Secret Millionaires Club**, a deal with South Korea's **Asiana Licensing** has been secured for home entertainment. The new sales are in addition to previously announced deals with **Discovery Kids Asia** and **Gloob** in Brazil.

"Programmers the world over are quick to recognize the entertainment and educational value of the **Secret Millionaires Club** series," said Berman. "Using the same simple approach that Mr. Buffett is famous for, the series empowers youngsters to dream big while also encouraging them to make a solid plan and focus on the details -- lessons that are applicable to every area of life regardless of where you live."

Secret Millionaires Club, created in partnership with and starring an animated Warren Buffett, features a group of kids who have adventures in business. **Secret Millionaires Club** empowers kids by helping them understand the world they live in, teaching them about the impact their decisions have on their own lives... and teaching them to have the confidence to be the best they can be. The series makes it fun for kids to learn to think like entrepreneurs and features a robust list of guest talent including, *Bill Gates*, *Jay-Z*, *Shaquille O'Neal*, *Nick Cannon*, *Gisele Bündchen* and *Kelly Rowland*. The celebrities play themselves; provide their own voiceovers and lend the lessons of their own life experiences in the context of stories that are relatable and inspirational to kids. The series airs in the U.S. on the Hub Network.

The new overseas license deals are an extension of the brand's solid presence in the U.S. on air, online, at retail and in schools.

In addition to the television series, The **Secret Millionaires Club** brand features 26 webisodes, a series of DVDs, a book titled *Secret Millionaires Club: Warren Buffett's 26 Secrets to Success in the Business of Life*, interactive play kits, and online store, secretmillionairesclubshop.com.

The Warren Buffett's **Secret Millionaires Club** also extends beyond media and retail and has spurred the "Grow Your Own Business Challenge," an annual national competition open to kids 7-14, which will soon launch its 4th year. The competition invites young people to use what they've learned from **Secret Millionaires Club** to create a new business idea. The contest is sponsored by the Fairholme Foundation to further its mission of improving [financial] education and reaches over 100,000 classrooms and youth organizations in the U.S. with free tools and lessons for teaching good financial habits.

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 and licenses 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; *Elecktro Kids* and *MIP* both from Wowee Toys; *Celessence 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

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