

October 23, 2014



Genius Brands International Partners With Psycho Bunny to Expand the Luxury Apparel Brand

Company Will Build a Coordinated Licensing Program and Expand Its Presence Around the World

BEVERLY HILLS, CA -- (Marketwired) -- 10/23/14 -- **Psycho Bunny**, a luxury fashion apparel and lifestyle brand, has partnered with Genius Brands International's (OTCQB: GNUS) wholly owned subsidiary, A Squared Entertainment, to extend its distinctive line of men's apparel into new product lines and new demographics, as well as introduce the brand outside of the United States.

Inspired by the 17th-century maritime marauders and secret societies such as the infamous Skull & Bones, **Psycho Bunny** creates timeless wardrobe essentials that couple refined English tailoring with bold American design. The brand has been built on timeless classics, wardrobe essentials, only the finest materials, meticulous design, and superior craftsmanship. **Psycho Bunny** redefines the classics with inimitable wit and peerless quality, giving tradition an updated edge and passionate style.

"We are excited for the opportunity to extend our brand through licensing into strategic categories with the highest quality partners that will offer members of the **Psycho Bunny** club more products that they long for," said Psycho Bunny Co-Founder, Robert Godley. "The last 10 years have been spent pioneering a wonderful brand, and we look forward to welcoming new talent into our stable."

Since its creation 10 years ago, **Psycho Bunny** has grown from a line of upscale, irreverent ties to an expanding, international lifestyle brand, including ties, polo shirts, sport shirts, sweaters and hoodies, scarves and accessories.

"We have been **Psycho Bunny** customers and fans for some time, and we couldn't be more passionate about helping to grow this stylish brand that we have come to love," said Amy Moynihan Heyward, President, A Squared Entertainment. "We are excited to raise the international profile and help guide this brand into new product lines, new territories, and new brand experiences, which we foresee to become a substantial global business."

The company plans to expand into footwear, outerwear, denim, swimwear, bags & luggage, women's, children's, active wear, accessories, fragrance, electronics and more. It will also be managing the launch of **Psycho Bunny** outside of the US and are in discussions with potential partners in Asia, Europe, South America and around the world.

About A Squared 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; 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.

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, which is the first project from Stan Lee Comics, a joint venture with legendary Stan Lee's POW! Entertainment.

For more information, please visit www.gnusbrands.com

GBI MEDIA CONTACT:

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

GBI INVESTOR RELATIONS CONTACT:

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

Source: Genius Brands International, Inc.