

February 17, 2015



## **Genius Brands International Partners With Faircraft, Inc., Husband and Wife Team Stefanie and Ron Fair, to Oversee Children's Music Creation**

### **Music Industry Veterans to Create Songs and Music Concepts Across Genius Brand International's Original Content Slate**

BEVERLY HILLS, CA -- (Marketwired) -- 02/17/15 -- Continuing its objective to align with best in class creative talent, Genius Brands International, Inc. "GBI" (OTCQB: GNUS), a global content and brand management company dedicated to providing entertaining and enriching 'content with a purpose' for toddlers to tweens, has partnered with Faircraft, Inc.'s husband and wife creative team, Stefanie and Ron Fair, to develop songs and music concepts that will complement GBI's growing slate of children's entertainment properties. The announcement was made today by Andy Heyward, CEO, GBI.

Renowned music man Ron Fair, along with spouse Stefanie, the accomplished singer, songwriter, producer and actress, will operate as GBI's music content development unit with Ron Fair serving as Executive Music Director. The Fair's will provide creative direction and consultation on all aspects of music for GBI's new slate of original content currently in development, as well as its library of existing programming, which includes the classic, award-winning and newly refreshed *Baby Genius* content; and *Thomas Edison's Secret Lab*, GBI's high anticipated new animated series set to debut this year on PBS.

"I've known Ron since my earliest days at DIC Entertainment and have watched him build his impeccable reputation and impressive business acumen in the music world, substantiated by the success of the A-list artists he has discovered, nurtured and developed," said Heyward. "Stefanie, as both an artist and a mother, understands how to appeal to kids and engage them with fresh, fun music. Ron and Stefanie together will provide GBI with the highest caliber of talent and creativity imaginable, opening the door to incredible opportunities for developing musical content in support of the GBI mission of entertaining and enriching the lives of kids."

"Stefanie and I are thrilled to be a part of what Andy and Amy are building at Genius Brands," added Fair. "With four of our own children under eight years old, we live and thrive in this space, and with Andy guiding the ship, we look forward to an incredible run and a lot of fun."

Ron and Stefanie Fair have written and produced for numerous multi-award winning artists,

including The Pussycat Dolls, the Black-Eyed Peas, Mary J. Blige, Fergie, Christina Aguilera, Lady Gaga and others.

Ron Fair, who has forged a long list of accomplishments during his more than three decades in the music industry, is recognized as an astute business executive with consummate A&R skills, in addition to being a first rate producer, arranger, recording engineer and musical director. Among his leadership roles in the music business, Ron has served as Chief Creative Officer and Executive Vice President of Virgin Records; Chairman of Geffen Records; President of A&M Records; Consultant to Irving Azoff of Front Line Management and held various A&R positions with RCA Records, EMI Records, Island Records, and Chrysalis Records. He has shaped the careers of Christina Aguilera, Mary J. Blige, Stacy "Fergie" Ferguson in her incarnations as Wild Orchid and the Black Eyed Peas, the Pussycat Dolls, Snow Patrol, Keyshia Cole and Vanessa Carlton. As a producer, arranger, musician and engineer, Ron has worked with Queen Latifah, Zedd, Lady Gaga, U2, Counting Crows, Common, Snoop, Slayer, Macy Gray and many others. He has also served as musical director and performed on many television shows, including *The Grammy Awards*, *The Latin Grammys*, *The BET Awards*, *Saturday Night Live*, *American Idol*; *the Tonight Show*, *David Letterman*; *Home for the Holidays* and *Christmas in Washington*. Additionally, Ron has been a producer/mentor on both Fox's *American Idol* and NBC's *The Voice*.

Stefanie Fair (formerly Ridel) has appeared on television as both an actress and a singer, including serving as co-host of the TV Show *Great Pretenders*. Her acting career began with commercials, serving as a spokes model for Bongo and Guess!, and Stefanie soon landed guest star roles on such popular TV shows as *The Facts Of Life*, *The Golden Girls*, *Punky Brewster*, *Married... with Children* and *Blossom*. In 1991, she formed the girl group Wild Orchid with Stacy Ferguson (aka Fergie) and Renee Sands of Kids Incorporated. Stefanie's songs have been recorded by Fergie, Mylie Cyrus, The Pussycat Dolls, Girlicious, Orianthi, Prima J and others.

#### **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 3<sup>rd</sup> 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; *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 additional information, please visit [www.gnusbrands.com](http://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.