

March 3, 2015



Genius Brands International Expands Its Global Distribution With New International Broadcast, Home Entertainment and Digital Licensing Partners

Thomas Edison's Secret Lab, Stan Lee's Mighty 7 and Baby Genius(R) Newly Available in New Territories

BEVERLY HILLS, CA -- (Marketwired) -- 03/03/15 -- 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, announced several new distribution partners for its growing portfolio of original content including **Stan Lee's Mighty 7**, **Thomas Edison's Secret Lab** and the library of **Baby Genius®** videos and music. The announcement was made today by GBI's Senior Vice President of Distribution Andrew Berman.

GBI has finalized several new distribution partners for **Stan Lee's Mighty 7**, the animated super hero movie from legendary comic book creator Stan Lee. France's **TF1** has acquired all European, French-speaking VOD, SVOD, and EST rights to the movie. Leading Canadian broadcaster **Teletoon** has acquired the rights for Canadian broadcast. The UK's **CSC Media** has secured rights for its free-to-air **POP channel**, and **The Movie Partnership** will represent all digital rights in the UK. Beirut, Lebanon based **Telepictures Promoters** has acquired free-to-air television rights for all Arabic speaking countries in the Middle East and North Africa.

GBI has also licensed free-to-air broadcast television rights in all Arabic-speaking countries in the Middle East and North Africa to **Telepictures Promoters** for its newest animated series **Thomas Edison's Secret Lab**, which brings the genius inventor to life and makes science fun for kids. **E-Vision** has acquired the exclusive Pay TV rights for the series in the United Arab Emirates. *Thomas Edison's Secret Lab* will debut in April 2015 on US public television stations.

Additionally, GBI has partnered with Taiwan based **Lai's Intelligence Network, Inc.** for a **Baby Genius** audio picture book.

"With more content in the marketplace than ever before, Genius Brands' mission to provide entertaining yet enriching programming with global appeal is proving to strike a chord with broadcasters around the world as well as parents and teachers," comments Berman. "Our growing portfolio of programs for toddlers to tweens offers a wide variety of stimulating topics

for kids."

About Stan Lee's Mighty 7

In the 90-minute animated action adventure movie, *Stan Lee's Mighty 7*, Stan Lee stars as animated version of himself. As a legendary superhero creator, Lee teaches a crew of alien prisoners and their jailers, who have crash-landed on Earth, how to work together and use their powers to become superheroes. The movie features an all-star cast, including Sean Astin (*The Lord of the Rings* trilogy), Jim Belushi (*The Defenders*), Mayim Bialik (*The Big Bang Theory*), Darren Criss (*Glee*), Flea (of the rock band Red Hot Chili Peppers), Armie Hammer (*The Lone Ranger*), Teri Hatcher (*Desperate Housewives*), Michael Ironside (*Transformers Prime Beast Hunters: Predacons Rising*) and Christian Slater (*Breaking In*). *Stan Lee's Mighty 7* premiered in the US in 2014 on Discovery Family Channel.

About Thomas Edison's Secret Lab

Demonstrating how much fun science can be, the animated *Thomas Edison's Secret Lab* series follows a 12-year-old prodigy Angie and her young science club friends who discover the ultimate dream lab equipped with everything imaginable, including two of Edison's very last inventions: a hologram that brings Mr. Edison himself "to life" and Von Bolt, a whacky robot they bring to life. In each of the series' 52 11-minute episodes, Edison, in hologram form, encourages and inspires kids through a variety of scientific and technological explorations and lots of other fun, whacky, wild and engaging topics.

About Baby Genius

For more than ten years, *Baby Genius* has earned worldwide recognition for creating award-winning products for toddlers. Its catalogue of 500 songs, 125 music videos, and music-based toys features classic nursery rhymes, learning songs, classical music, holiday favorites and more. Expanding the timeless appeal of *Baby Genius* offerings, Genius Brands International is re-launching *Baby Genius* in 2015 with fresh new designs, new entertainment and an array of new toddler products.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International (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 third 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; *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 additional information, please visit www.gnusbrands.com

GBI MEDIA CONTACT:

Three.Sixty Marketing + Communications

Michelle Orsi

310-418-6430

[Email Contact](#)

Carol Holdsworth

805-252-1848

[Email Contact](#)

GBI INVESTOR RELATIONS CONTACT:

PLR Investor Relations

Michael Porter

212.564.4700

[Email Contact](#)

Source: Genius Brands International, Inc.