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# Genius Brands International Appoints Wicked Cool Toys as Master Toy Partner on the All-New Adventure Comedy Series, Thomas Edison's Secret Lab

## STEM-Based Toy Line to Embody Humor, Imagination and Invention

BEVERLY HILLS, CA -- (Marketwired) -- 05/14/15 -- Genius Brands International, Inc., "GBI" (OTCQB: GNUS) has awarded [Wicked Cool Toys](#) the exclusive worldwide rights to develop and market a comprehensive line of toys based on GBI's original animated adventure series, *Thomas Edison's Secret Lab*, a new comedy which shows kids how much fun science can be.

Wicked Cool will develop and bring to market an engaging line of STEM-based toys including compounds, activity kits, science kits, food sets, figures, play sets, novelties and role play products, which encourage kids to explore and have fun with science, inspired by Thomas Edison's inventive spirit.

*Thomas Edison's Secret Lab* is created by GBI, a global content and brand management company dedicated to providing entertaining and enriching "content and products with a purpose" for toddlers to tweens. The 52 x 11-minute episodes premieres this fall on PBS stations through a partnership with American Public Television; the Kid Genius Channel on Comcast; and additional online services.

Each episode encourages young viewers to explore science, imagination and invention and is filled with comedy, exploration and adventure. The series follows Angie, a 12-year-old prodigy, and her young science club who accidentally discover *Thomas Edison's Secret Lab* -- a 'tricked out' dream lab equipped with gizmos and gadgets, including two of Edison's very last inventions: a hologram that brings Mr. Edison himself "to life," and a virtual reality machine that lets them go anywhere. Edison encourages and inspires kids through a variety of scientific and technological explorations and lots of other wacky, wild and engaging topics. There's even has a robot called Von Bolt, who becomes part of every adventure.

Contemporary upbeat *School House Rock*-style original music videos help reinforce the science at the end of each episode. A library of original songs written for *Thomas Edison's Secret Lab* was produced by music industry veterans Ron and Stefanie Fair, who 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.

"The talented team at Wicked Cool Toys have a deep passion and inventive spirit, and we

are delighted to partner with them to introduce a range of products inspired by one of the most prolific inventors in history that will spark kids' imaginations," comments Stone Newman, President, Global Licensing, GBI.

"*Thomas Edison's Secret Lab* provides a seemingly endless array of fascinating themes and inventive ideas that translate perfectly to toys," said Wicked Cool Toys' Co-Presidents, Michael Rinzler and Jeremy Padawer. "We're very excited to collaborate with the GBI team to develop creative and imaginative STEM-based toys that makes science a blast for kids."

Wicked Cool Toys joins a growing roster of *Thomas Edison's Secret Lab* licensees, including Discovery Kids, for broadcast throughout Asia; Da Vinci Learning, for broadcast in Russia, Central and Eastern Europe, Turkey and Africa; NCircle Entertainment, for North American home entertainment rights, including DVD and specific digital rights; and Black Lantern who will develop a *Thomas Edison's Secret Lab* app for iOS and Android platforms as well as OS X and Windows desktop.

### **About Thomas Edison's Secret Lab**

Thomas Edison is voiced by American singer, songwriter, and Berklee College of Music Professor Livingston Taylor. Emmy nominated writer Steve Banks (*SpongeBob Square Pants*) wrote the pilot episode and Jeffrey Scott, multi-E Emmy Award-winning writer, creator and story editor (*Dragon Tales*), along with production supervisor Chris Keenan (*Pinky and the Brain*, *Animaniacs*), serve as the series story editors. Emmy Award winning Michael Maliani (*Madeline*, *Where on Earth is Carmen Sandiego*) serves as co-producer and director; Kevin O'Donnell (*Mask*, *Inspector Gadget*) is the series co-creator and co-executive producer; and Emmy Award winning Mark Young (*All Dogs Go to Heaven 2*, *Tutenstein*) serves as co-producer and writer. Original music was produced by veteran A&R executive and award winning producers Ron and Stefanie Fair. And Professor Emeritus at Stanford Don Roberts, served as academic consultant on *Thomas Edison's Secret Lab*, ensuring it is E/I (Educational/Informational) compliant per FCC standards and STEM compliant.

### **About Wicked Cool Toys**

WickedCool, LLC is a Pennsylvania-based toymaker with offices in Pennsylvania, California and Hong Kong. Founded in the Summer of 2012, Wicked Cool has a diverse portfolio of playthings for all ages. The Wicked Cool Toys management team is led by co-Presidents in the US Michael Rinzler and Jeremy Padawer, and in Hong Kong, Thomas Poon. The Company develops and brings to market proprietary lines and licensed product, including, Cabbage Patch Kids®, GSUSA®, WWE®, Wild Kratts, Teenage Mutant Ninja Turtles®, Garfield, The Wiggles, Crashlings, My Girl's Dollhouse, Vrüm, Disney Princess®, Minnie Mouse®, Marvel®, Batman®, Superman®, Iron Man®, Sponge Bob®, Sesame Street, Dora the Explorer®, and Monster Jam®. Visit [www.wickedcooltoys.com](http://www.wickedcooltoys.com) and follow the Company on both Facebook and Twitter. [@wickedcooltoys](https://www.facebook.com/wickedcooltoys)

### **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*, *Llama Llama*, from the NY Times bestselling children's book

franchise, and *Stan Lee's Mighty 7*, the first project from *Stan Lee Comics*, a joint venture with legend 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; and *Celessence Technologies*, the world's leading microencapsulation company.

For additional information please visit [www.gnusbrands.com](http://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 patent 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.

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