

June 9, 2015



Genius Brands International Continues to Broaden the Baby Genius Global Licensing Business With the Introduction of the New Baby Genius Sing Along App

App Developed and Produced by HADOKEN LLC Debuts for the iOS Platform

BEVERLY HILLS, CA -- (Marketwired) -- 06/09/15 -- Genius Brands International, Inc., "GBI" (OTCQB: GNUS), a global brand management company dedicated to providing entertaining and enriching 'content and products with a purpose' for toddlers to tweens, continues to expand the re-launch of the *Baby Genius* licensing business with the introduction of a new ***Baby Genius Sing Along*** app, developed and produced by licensing partner HADOKEN LLC, that engages kids with familiar songs and the playful Baby Genius characters. The announcement was made today by Amy Moynihan Heyward, President of GBI.

"Together with HADOKEN, we've created an interactive and fun experience for toddlers featuring classic songs, the beloved *Baby Genius* characters and opportunities to discover music with a friendly format that entertains and engages kids in music," explained Moynihan Heyward. "The launch of the *Baby Genius Sing Along* app plays a key role in the fundamental growth of the brand's business and will help drive sales of the many exciting and enriching licensed products coming to market in a broad multi-category retail re-launch this September."

Designed for kids ages five and under, the new *Baby Genius Sing Along* app is available worldwide as a free download through the iTunes App Store in the Children's Education and Music categories. The app, which is 100% ad free, features two modes. In *Sing Along* mode, kids will see and hear their favorite songs come alive through an entertaining mix of music, words and fun animated surprises. Encouraged to sing and dance along with songs like "The Alphabet Song," "Itsy Bitsy Spider" and more, youngsters can also follow along with the music notes as each song is played. In *Music Maker* mode, kids can create their own fun songs (even if they don't read music!) while playing with a selection of instruments including horns, xylophones and even a cat keyboard! Making music has never been more fun! *Baby Genius Sing Along* offers additional downloadable content such as songs and music as in-app purchases. For more information on the app visit [iTunes app store](#).

"We are thrilled to be working with Genius Brands on a series of children entertainment apps," stated HADOKEN founding partner Houston Brayton. "It is exciting getting to see our technology meet up with wonderful children's brands like Baby Genius. We believe that the

mobile space is a great home for these characters, and we're looking forward to sharing these apps with the fans."

Previously announced licensing partners debuting new product at retail this September in many anchor categories, include **Manhattan Toy**, developing soft toys; **PBS Distribution**, delivering *Baby Genius* content across a multitude of platforms (DVD, CD, digital); **Zak Designs**, creating a line of mealtime products; **LeapFrog Enterprises**, launching the first *Baby Genius* content available on the award-winning LeapPad™ line of kids' learning tablets; and **Cupcake Digital**, also developing new apps under the *Baby Genius* brand banner.

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, GBI re-launched *Baby Genius* this year with fresh new designs, new entertainment, and an array of new toddler products in addition to the *Baby Genius* website. Additionally, all new music has been 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.

Baby Genius continues to be the #1 video on demand property on **Comcast's Baby Boost Channel**, and due to its success as a top performer, Comcast is launching GBI's new **Kid Genius** channel in September on Xfinity On Demand, with the goal of delivering "Smart TV for Kids" starting fall 2015. *Baby Genius* will headline the Kid Genius program line-up, which will also offer a variety of programming for toddlers up to 12-year-olds including GBI originals such as Warren Buffett's *Secret Millionaires Club* and *Thomas Edison's Secret Lab*, as well as outside content.

Baby Genius Sing Along Device Requirements:

Compatibility:

Requires iOS 7.0 or later.

Compatible with iPhone, iPad, and iPod touch.

This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.

Ages 4+, Made for Ages 5 and under, 100% Ad-Free

Baby Genius Sing Along app will also be launching on Android and Amazon platforms this fall.

Pricing and Availability :

Baby Genius Sing Along is available as a free download, available worldwide through the iTunes App Store in the Children's Education and Music categories. ***Baby Genius Sing Along*** offers additional downloadable content such as songs and music as in-app purchases.

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 *Celescence Technologies*, the world's leading microencapsulation company. For additional information please visit www.gnusbrands.com.

About HADOKEN LLC:

HADOKEN LLC. is an independent app publisher for consoles, handheld, mobile devices and the PC. Founded in 2014 and headquartered in St. Louis, Missouri, HADOKEN is committed to providing the highest quality, richest, and most satisfying gaming experience to its customers, and delivering value to its publishers and partners. For more information about Hadoken LLC, please visit www.hadokenllc.com or e-mail info@hadokenllc.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 update or alter statements whether as a result of new information, future events or otherwise, except as required by law.

Image Available:

http://www.marketwire.com/library/MwGo/2015/6/7/11G044069/Images/1334x750_bbg_singal655279170443.jpg

Embedded Video Available: <https://www.youtube.com/watch?v=H73eG99R3Cc&feature=youtu.be>

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Source: Genius Brands International, Inc.