

June 30, 2015



Genius Brands International Acquires Award-Winning Programming for New Kid Genius Channel Launching on Comcast's Xfinity on Demand Service in September, 2015

Line-Up Includes Daytime Emmy Award-Winning "Where on Earth Is Carmen Sandiego?" and Evergreen Classic "Dennis the Menace"

BEVERLY HILLS CA -- (Marketwired) -- 06/30/15 --

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, has acquired two new animated series to offer on its new *Kid Genius* channel, debuting on Comcast's Xfinity On Demand service in September 2015.

Joining the line-up are the Daytime Emmy Award-winning and multiple Daytime Emmy Award-nominated series, *Where on Earth is Carmen Sandiego?*, and *Dennis the Menace*, based on the classic comic strip created by Hank Ketcham

"Both of these properties are perfectly suited to join the line-up of our new *Kid Genius* channel, where we will offer a safe viewing experience for children and their families that also provides positive value," explained GBI's Senior Vice President of Global Distribution Sales, Andy Berman. "In addition to both properties being well-respected global brands, *Where on Earth is Carmen Sandiego?* gives kids the opportunity to learn about geography and culture, and *Dennis the Menace* delivers wholesome storytelling for everyone."

The new *Kid Genius* channel is set to offer a variety of programming for young viewers (toddlers to 12-years-old) that align with the company's mission to provide "content with a purpose." The channel will also feature GBI original programming, including *Thomas Edison's Secret Lab*, *Llama Llama* and Warren Buffett's *Secret Millionaires Club*, as well as other shows from program creators around the world. GBI will announce the full schedule for *Kid Genius* prior to the September 1, 2015 launch.

To help define guidelines for content acquisitions, *Kid Genius* has enlisted renowned children's media expert, Don Roberts, former Chair of the Communications School at Stanford, to incorporate a program code that will address sensitive issues such as violence, negative stereotypes, the environment, and inappropriate language to ensure that parents will feel comfortable that their kids are never being exposed to inappropriate subject matter.

Where on Earth is Carmen Sandiego? features the world famous super-thief Carmen Sandiego who travels all over the globe in search of famous artifacts to steal. Teenage ACME detectives Zack and Ivy are on a quest to capture Carmen as she tempts them with encrypted clues about her whereabouts and the object of her interest. Zack and Ivy must use their knowledge of geography and world cultures to keep up with Carmen and her henchmen.

In *Dennis the Menace*, Dennis' curiosity, escapades and well-meaning ways usually lead to trouble; and usually on the receiving end is neighbor and retired postal worker George, who just wants to be left alone. Dennis is accompanied by friends Margaret, Tommy and Joey and faithful canine companion Ruff, who often find themselves involved in all kinds of wild adventures, including international espionage and trips into history.

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.

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Image Available:

<http://www.marketwire.com/library/MwGo/2015/6/30/11G046255/Images/Dennis-757527378016.jpeg>

Image Available:

<http://www.marketwire.com/library/MwGo/2015/6/30/11G046255/Images/Carmen-13513639901.jpeg>

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