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Genius Brands International Expands Luxury Fashion Apparel and Lifestyle Brand Psycho Bunny Throughout North America

New High-End Product Lines Include Men's Apparel From Idea House and Timepieces From Zeon America

BEVERLY HILLS, CA -- (Marketwired) -- 07/28/15 -- Genius Brands International "GBI" (OTCQB: GNUS) and its wholly owned subsidiary, A Squared Entertainment, have signed two additional top-tier licensees for the luxury fashion apparel and lifestyle brand *Psycho Bunny*, continuing to expand the brand into new product categories beyond its core apparel. Timepiece distributor **Zeon America** and **Idea House**, which designs, develops, sells and markets products across a portfolio of owned and licensed brands including CURATED Idea Merchants Unlimited, join the growing roster of licensees developing a coordinated spectrum of product lines under the *Psycho Bunny* brand.

"*Psycho Bunny* has long earned distinction in the marketplace for its ability to redefine the classics with inimitable wit and peerless quality, giving tradition an updated edge and passionate style. Through these new partnerships with Idea House and Zeon we are now allowing our consumer to augment their wardrobe with bottoms and watches," said Stone Newman, President, Global Consumer Products, GBI. "These partners represent everything we look for in a licensee: high quality product, prestigious distribution and reputation as leaders in their category."

Idea House will be manufacturing a line of chino styled pants and shorts in a variety of colors, as well as jeans using denim from Italy in classic and slim styles. The new *Psycho Bunny* line is anticipated to debut in department and specialty stores starting in spring 2016.

"We are very excited to be appointed the licensee for bottoms for this dynamic brand, and we look forward to working closely with Robert Godley and Robert Goldman along with their talented *Psycho Bunny* team to bring the product to market," said Glenn Mance, Partner/Creative Director, Idea House. "They have fastidiously built a solid company with great product and a fantastic logo, and we believe this will be a tremendous opportunity for us all to capitalize on and to take the brand to the next level."

Part of the prestigious Herald Group of Companies, Zeon Worldwide is one of the world's largest importers and distributors of timepieces, operating in over 60 countries. Zeon America is the Herald Group's focal point, marketing its own brand, as well as licensed

brand quality timepieces for today's discriminating consumer. Zeon America will create *Psycho Bunny* branded timepieces with the same precision, craftsmanship and fashion instinct as it has used for many other world-famous fashion and private label timepieces it has created throughout the years. Infused with custom cases, genuine calfskin straps, eye-catching solid stainless steel bracelets, and cutting-edge quartz movements, the first collection is anticipated to launch at retail in spring 2016.

"Zeon America and *Psycho Bunny* are acutely aligned in terms of brand appeal and quality," said Matthew Hebard, CEO of Zeon America. "Our stylish, fashion-forward time pieces have a distinct cachet that we believe provide added appeal for *Psycho Bunny* fans of all ages."

"We are very strategically working with Genius Brands to expand the *Psycho Bunny* retail program around the world by aligning with best in class partners, like Idea House and Zeon, that truly understand our customer base, and are able to produce product that truly reflect the style of the brand," said *Psycho Bunny* Co-Founder Robert Godley.

GBI continues to actively seek partners around the world to expand the *Psycho Bunny* brand into additional product lines, including outerwear, woven shirts, active wear and athleisure, bags and luggage, women's and children's active wear, accessories, fragrance, electronics and more.

In North America, GBI and *Psycho Bunny* have attracted an impressive roster of leading manufacturers to round out its core sportswear collections through new licensing agreements, including Leg Resource Inc. (hosiery), S3 (footwear) and JRM Accessories (headwear), all of which will be introducing products to consumers in fall 2015.

GBI is also further developing the brand internationally and seeking partners, particularly in Asia and Latin America, to complement the successful *Psycho Bunny* programs currently in these territories. The Company recently signed an agreement with Itochu for luxury accessories in Japan and with Neroli Group SA as the brand's core Latin America sportswear distributor.

Inspired by the 17th-century maritime marauders and secret societies such as the infamous Skull & Bones, *Psycho Bunny* creates timeless wardrobe essentials that couple refined English tailoring with bold American design. The brand is built on timeless classics, wardrobe essentials, the finest materials, meticulous design, and superior craftsmanship. *Psycho Bunny* redefines the classics with inimitable wit and peerless quality, giving tradition an updated edge and passionate style.

Since its creation 10 years ago, *Psycho Bunny* has grown from a line of upscale, irreverent ties to an expanding, international lifestyle brand, including ties, polo shirts, sport shirts, sweaters and hoodies, and scarves and accessories.

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.

Image Available:

http://www.marketwire.com/library/MwGo/2015/7/27/11G048864/Images/Psycho_Bunny_Logc314306628953.jpeg

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