

April 29, 2016



Genius Brands International to Exhibit Warren Buffett's Secret Millionaires Club at Berkshire Hathaway's Annual Shareholders Meeting, Reaching Approximately 40,000 Participants Anticipated to Attend the Event in Omaha

Chairman & CEO Andy Heyward to Be Interviewed Live by Yahoo Finance in Omaha on April 30th

BEVERLY HILLS, CA -- (Marketwired) -- 04/29/16 -- Genius Brands International, Inc. ("GBI") (OTCQB: GNUS), a global brand management company dedicated to providing "content with a purpose" for toddlers through tweens, will be in Omaha at the annual Berkshire Hathaway (NYSE: BRK.A)(NYSE: BRK.B) shareholder meeting this weekend to exhibit its Warren Buffett's *Secret Millionaires Club* brand and product lines to an anticipated 40,000 attending the annual meeting on April 30, 2016 at the CenturyLink Center in Omaha, Nebraska.

For the first time, Berkshire Hathaway is allowing a media outlet, Yahoo Finance, to live stream from the event, and GBI Chairman & CEO Andy Heyward will be interviewed to discuss Warren Buffett's *Secret Millionaires Club* highlighted by clips from the series. To watch the interview and live stream, visit [Yahoo Finance](#).

Separate from the above, GBI produces the animated film, which opens the annual meeting. The satirical shorts feature Berkshire Hathaway companies, managers, and directors, as well as icons from industry and pop culture, including Warren Buffett, Charlie Munger and Bill Gates, as well as numerous iconic personalities such as the Geico Gecko. Past films have featured Warren and Charlie as *Batman and Robin*, *James Bond*, *Dancing with the Stars*, and *American Idol*, and last year, even starred Warren as a champion prizefighter.

"Warren has been extremely generous in his involvement with and support of *Secret Millionaires Club* from the beginning, as well as allowing us to produce the animated short film each year, and we are honored to play a role in this momentous event," said GBI's Heyward. "It's an incredible opportunity to showcase what we do as a company and to the high level of media, like Yahoo Finance, who are covering the event, and we're very excited to be part of the Berkshire weekend."

The annual shareholders meeting of Warren Buffett's Berkshire Hathaway is dubbed the "Woodstock of Capitalism." The event typically attracts 40,000 shareholders from around the world as well as a wide variety of media outlets. In addition to the highly anticipated "Warren and Charlie Show" -- Buffett and partner Charlie Munger's marathon Q&A session -- the weekend gathering also includes financial meetings, shareholder dinners, cocktail parties, exhibits from the numerous companies Berkshire Hathaway owns, local shopping discounts, a company picnic, physical challenges, including a 5K run, and appearances by Buffett himself.

The GBI booth for Warren Buffett's *Secret Millionaires Club* on the exhibition floor will showcase episodes of the television series, as well as products available from the brand, including books, DVDs, playkits and original hand painted and numbered animation cels from the *Secret Millionaires Club* series.

Secret Millionaires Club, created with and starring an animated Warren Buffett, features a group of kids who have adventures in business, mentored by Warren. The series empowers kids by helping them understand the world they live in, teaching them about the impact their decisions have on their own lives... and teaching them to have the confidence to be the best they can be. The series makes it fun for kids to learn to think like entrepreneurs and features a robust list of guest talent, including *Bill Gates*, *Jay-Z*, *Shaquille O'Neal*, *Nick Cannon*, *Gisele Bündchen* and *Kelly Rowland*. The celebrities play themselves, provide their own voiceovers and lend the lessons of their own life experiences in the context of stories that are relatable and inspirational to kids.

Warren Buffett's *Secret Millionaires Club* currently airs in countries all over the world and is available on digital platforms, including the Kid Genius channel on Comcast's Xfinity on Demand platform and via distribution from Sony Pictures Home Entertainment. Additionally, the *Secret Millionaire's Club* brand program includes the recently released book, [How To Start Your Very First Business](#), from Downtown Bookworks, the successful annual "Grow Your Own Business Challenge" nationwide contest for kids and an in-school program in over 100,000 schools nationwide. In 2016, GBI is further expanding the brand with new broadcast, licensing and retail partners.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. "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, GBI creates "content and products with a purpose," providing enrichment as well as entertainment. The Company distributes its content worldwide in all formats, as well as a broad range of consumer products based on its characters. GBI's portfolio includes award-winning *Baby Genius*, re-launched with new entertainment and over 40 new products; adventure comedy *Thomas Edison's Secret Lab®*, available on Netflix, public broadcast stations and GBI's *Kid Genius* channel on Comcast's Xfinity on Demand reaching 21 million households; animated movie *Stan Lee's Mighty 7*, the first project from Stan Lee Comics, a joint venture with Stan Lee's POW! Entertainment and featuring an all-star voice cast led by legendary Stan Lee; and Warren Buffett's *Secret Millionaires Club*, created with and starring iconic investor Warren Buffett. The Company is also producing a new animated preschool series based on *Llama Llama*, the NY Times bestselling children's book franchise; and the music-driven, tween adventure series *SpacePOP*.

GBI's wholly owned subsidiary A Squared Entertainment 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 *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.

To watch the Berkshire Hathaway event via live stream on Yahoo Finance, visit <http://finance.yahoo.com/brklivestream>

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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