

May 10, 2016



Genius Brands International Secures Widespread Broadcast and Digital Distribution Across Multiple Platforms for SpacePOP, Thomas Edison's Secret Lab and Warren Buffett's Secret Millionaires Club

BEVERLY HILLS, CA -- (Marketwired) -- 05/10/16 -- Genius Brands International, Inc. ("GBI") (OTCQB: GNUS), a global brand management company dedicated to providing "content with a purpose" for toddlers through tweens, continues to expand its global distribution footprint with multiple content licensing agreements signed for its popular children's animated series, **Warren Buffett's Secret Millionaires Club** and **Thomas Edison's Secret Lab**, as well as its new music-based tween series, **SpacePOP**. The announcement was made today by GBI's SVP Global Content Sales Andrew Berman.

GBI has licensed short form content, including webisodes from *Warren Buffett's Secret Millionaires Club* and all-new music videos from *SpacePOP* and *Thomas Edison's Secret Lab* to **batteryPOP**, a digital platform showcasing and distributing premium children's content, and has licensed *SpacePOP* to **Toon Googles**, a premiere destination for On-Demand Entertainment for kids. Additionally, the Company has licensed U.S. broadcast rights to two animated series, *Secret Millionaires Club* and *Thomas Edison's Secret Lab* to **STARZ** and **Qubo**, the only 24/7 over the air network for kids.

"With these new agreements, we are in a position to maximize exploitation and exposure in the market for our content across pay and terrestrial television as well as digital, and in turn to drive retail sales of consumer products based on the brands," said Berman. "We look forward to continuing to build our global network of media partners, collaborating to bring our diverse range of entertainment and derivative consumer products to young audiences everywhere."

About GBI's Content:

SpacePOP targets tween girls, age 8-12, offering a colorful blend of music, fashion, beauty, friendship and intergalactic adventures resulting in an engaging lifestyle brand.

Production efforts are spearheaded by GBI Chairman & CEO, Andy Heyward, a Multi-Emmy Award-winning children's content producer responsible for over 5,000 episodes of children's entertainment (*Inspector Gadget*, *Strawberry Shortcake*, *Super Mario Bros*, *Sabrina the*

Teenage Witch) spearheads production efforts; Emmy Award-nominated Steve Banks, head writer and story editor of *Sponge Bob Square Pants* serves as content writer; and original character designs created by Han Lee (*Pink Fizz*, *Bobby Jack*). A best-in class-team has been assembled to deliver original music, including producer of multiple Grammy Award winners and music veteran Ron Fair (*Fergie*, *Mary J. Blige*, *Black Eyed Peas*, *Pussycat Dolls*, *Christina Aguilera* and more) and singer songwriter spouse Stefanie Fair, a founding member of RCA's girl group *Wild Orchid* with Fergie, who created the theme music and original songs by veteran music producer and composer John Loeffler (*Kidz Bop*, *Pokemon*).

Currently in production on 100+ serialized, music-driven animated videos (3-4 minutes in length), SpacePOP will be digitally distributed via the SpacePOP channel on YouTube and other digital platforms, capitalizing on today's media consumption habits of tweens and teens. The first six videos will debut this summer with two new videos released weekly thereafter. The music will be woven through a narrative story detailing how when the evil Empress Geela takes over the Planets of The Pentangle ridding the galaxy of Music, Fashion and Beauty, five teenage princesses disguise themselves as musicians and form a band called SpacePOP. Their mission: Spread the message of freedom and joy through music and join the rebel resistance force to vanquish Geela, who has taken over their home planets and enslaved the inhabitants.

Thomas Edison's Secret Lab, which recently launched on Public Broadcasting Stations throughout the U.S., and the all-new Kid Genius channel on Comcast's Xfinity on Demand, follows Angie, a 12-year-old prodigy, and her young science club after they accidentally discover *Thomas Edison's Secret Lab*. The 'tricked out' dream lab is 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. *Thomas Edison's Secret Lab* delivers fun-filled comedy, exploration and adventure to show kids how much fun science can be, encouraging them to explore the possibilities of their own imaginations. It even has a wacky (and slightly nervous) robot called Von Bolt, who becomes part of every adventure. In each of the episodes, Edison encourages and inspires the kids through a variety of scientific and technological explorations and lots of other fun, whacky, wild and engaging topics. Genius Brands Music distributes the series' School House Rock-style music videos, created by Ron and Stefanie Fair. Genius Brands Music will also collaborate with other artists on the creation of an original pop album and music videos supported by an animated series and merchandise and licensing programs.

Secret Millionaires Club, the animated series accessible on-air, online and at retail, was created in partnership with and stars an animated Warren Buffett. The series features a group of kids who have adventures in business. *Secret Millionaires Club* 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. The series currently airs in countries all over the world and is available on digital platforms, including the Kid Genius channel on Comcast. The *Secret Millionaire's Club* brand includes a 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 will further expand 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.

About batteryPOP

batteryPOP is a leading digital platform for the curation, distribution and monetization of kids' video content. Founded by veterans of Nickelodeon and Saban Brands, batteryPOP hosts a wide variety of premium content from studios, brands, YouTubers, independent producers and students, syndicated across a rapidly expanding network of kid & family facing publishers in mobile/tablet, desktop and connected TV. With cartoons, comedy, music, gaming, unboxing and more, batteryPOP harnesses the power of kids to charge up the digital space!

About Toon Goggles

Toon Goggles™ is the premier destination for On-Demand Entertainment for Kids™. The kid-safe and parent-friendly service offers a vast and diverse amount of animated and live-action programs, engaging games, a comprehensive radio section and tween entertainment news. Toon Goggles includes ad-free preschool and educational shows, as well as free content with pre-approved, child-appropriate advertising. Users have the option to upgrade to a premium membership and opt-out of advertisements. The platform is fully COPPA-compliant (Children's Online Privacy Protection Act), boasting a strictly enforced screening process to ensure that all material is clean, safe and age-appropriate. Designed specifically

for children to be in charge of their viewing experience, Toon Goggles' easy-to-use interface lets kids watch their own personally selected programming anywhere and at any time.

Toon Goggles is available online at <http://www.toongoggles.com> and as an app on the iTunes App Store (iOS), Google Play (Android), Windows®8 and on all Sony phones and tablets, and pre-installed on a variety of devices. Toon Goggles can be found on the Sharp Aquos LED TV, Techno Source's Kurio7 Android™ Tablet for Families™, Oregon Scientific's Meep! Tablets, Barnes & Noble's critically acclaimed NOOK® HD and NOOK® HD+, the widely available Roku and on many other smartphones, tablets, smart TVs and set-top boxes.

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.

Image Available:

http://www.marketwire.com/library/MwGo/2016/5/9/11G097433/Images/SpacePOP_3-6a85f7f6a6fc8cddb112c41df2cd2f1c.jpeg

GBI MEDIA CONTACT:

Michelle Orsi/Carol Holdsworth
Three.Sixty Marketing & Communications
310-418-6430
[Email contact](#)

FOR INVESTOR RELATIONS:

Michael Porter
PLR Investor Relations
212.564.7000
[Email contact](#)

Source: Genius Brands International, Inc.