

June 16, 2016



Genius Brands International Secures Largest Content Licensing Deal in Company History, Marking Milestone in Growth

All-New Animated Preschool Series Based on The NY Times Bestselling Book Franchise, LLAMA LLAMA, to Premiere Globally on Netflix in 2017

BEVERLY HILLS, CA -- (Marketwired) -- 06/16/16 -- Genius Brands International, Inc. ("GBI") (OTCQB: GNUS) announced today that Netflix, the world's leading Internet TV network, will premiere GBI's new original preschool series, *Llama Llama*, to members worldwide in 2017.

Currently in production on 15 half-hour episodes, *Llama Llama*, based on the award-winning and bestselling book series by author and illustrator Anna Dewdney, is led by an all-star team of creators, including Oscar®-winning director Rob Minkoff (*The Lion King*), director Saul Blinkoff (*Doc McStuffins*, *Barbie's Dreamtopia*, *Winnie the Pooh*), Emmy winning writer Joe Purdy (*Arthur*), legendary Disney art director Ruben Aquino (*Frozen*, *The Lion King*, *Aladdin*, *Mulan*) and Emmy®-award winning producers Jane Startz and Andy Heyward.

Llama Llama is being produced in 20 different languages, which will be distributed day and date worldwide. GBI is also rolling out a global licensing program, which will be unveiled at the upcoming Licensing Expo beginning next Tuesday, June 21st in Las Vegas.

"Only with a property of this caliber, and with a broadcaster of Netflix's stature have we been in a position to attract such an accomplished and talented team of champions," stated Andy Heyward, Chairman & CEO, GBI. "This deal signifies our largest content deal since the creation of GBI, and the global exposure of the brand through our partnership with Netflix will trigger a multitude of income streams in various content windows, as well as in consumer products, immediately becoming accretive to the company."

Llama Llama is an animated series about childhood moments and adventures, as well as the special connections between the lead character, Llama, his parents, grandparents and best friends. *Llama Llama* tells heart-warming tales of life in a safe, friendly town seen through the eyes of Llama as he interacts with the amazing world around him.

With nearly 10 million units in print, Dewdney's *Llama Llama* books have all been New York Times bestsellers, with several titles reaching the #1 spot.

GBI Conference Call and Webcast Information

As previously announced, GBI will host a business update conference today, June 16, 2016, at 1:00 pm PT/4:00 pm ET, to discuss this announcement.

Those who wish to participate in the conference call may telephone 877-407-8291 from the U.S. and International callers may telephone 201-689-8345, approximately 15 minutes before the call.

- A digital replay will be available by telephone approximately two hours after the completion of the call until June 30, 2016 and may be accessed by dialing 877-660-6853 from the U.S. or 201-612-7415 for international callers, and using the Conference ID# 13631128.
- A webcast will also be available at www.investorcalendar.com/IC/CEPage.asp?ID=175072. A replay of the webcast will be available until September 15, 2016.

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. Led by award-winning creators and producers, GBI creates and distributes its content worldwide in all formats, as well as licensing a broad range of consumer products based on its characters. GBI's expanding portfolio includes the upcoming music-driven, adventure, *SpacePOP*; the award-winning *Baby Genius*, re-launched with new entertainment and over 40 new products; the science based comedy adventure *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*, 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.

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.

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/2016/6/16/11G103075/Images/LlamaLlama_6x4_6-a985623c8aa3b79c8090a51e74ed81f5.jpg

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.