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Genius Brands International Signs Multiple Content Sales Deals for Its Children's Programming, Thomas Edison's Secret Lab and SpacePOP

BEVERLY HILLS, Calif., Nov. 20, 2017 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. "Genius Brands" (NASDAQ:GNUS), a leading media company that creates, produces and licenses children's multimedia entertainment content and products for global broadcast, digital and retail distribution, expands the reach of its children's series worldwide with multiple new content licensing agreements signed with **Da Vinci Learning**, **Azoozee** and the **American Forces Network**. The deals follow Genius Brands robust presence at the global content market, MIPJunior/MIPCOM, in Cannes, France where the company exhibited and initiated dialogue with a broad range of international networks and digital platforms to license its programs.



Genius Brands International's (NASDAQ:GNUS) animated children's series, Thomas Edison's Secret Lab, is filled with fun, comedy, exploration and adventure to show kids how fun science can be, encouraging them to explore the limits of their imaginations.

A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/a8e73664-9ad0-4a0c-865c->

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Da Vinci Learning, the Berlin-based educational channel for kids and families, has licensed the pay TV rights across Asia for the STEM-based comedy, adventure series, *Thomas Edison's Secret Lab* (26 x 30'). The new online platform designed for primary school children, Azoomie, has also licensed, non-exclusively, short-form content for *SpacePOP* (108 x 3.5') and music videos for *Thomas Edison's Secret Lab* (52 x 1.5') in the U.K. Additionally, the American Forces Network, which provides television content to American military personnel stationed at bases overseas, as well as U.S. Department of Defense and other U.S. Government facilities (including U.S. Navy ships at sea) has picked up the rights to *Thomas Edison's Secret Lab*, as well as the music-driven adventure series for tween girls, *SpacePOP* (108 x 3.5').

In making today's announcement, Genius Brands' Head of Worldwide Content Distribution and Sales Deb Pierson said, "Broadcasters the world over are committed to providing entertaining, informative and engaging content for their youngest viewers, and we at Genius Brands have a broad spectrum of programming that has proven its appeal around the globe. We are thrilled to work with Da Vinci Learning, Azoomie and the American Forces Network to bring our 'content with a purpose' to the families and young audiences in their respective regions."

Thomas Edison's Secret Lab series is filled with fun, comedy, exploration and adventure to show kids how fun science can be, encouraging them to explore the limits of their imaginations. Emmy-nominated writer Steve Banks (*SpongeBob Square Pants*) wrote the pilot episode; Grant Moran (*Word Girl*, *New Adventures of the Magic School Bus*) and Betsy McGowan (Senior VP Kids' WB!, co-creator *Camp Lakebottom*) are co-story editors; Emmy Award-winning Michael Maliani (*Madeline*, *Where on Earth is Carmen Sandiego*) serves as co-producer and director; Kevin O'Donnell is the series co-creator; and Emmy Award-winning Mark Young (*All Dogs Go to Heaven 2*, *Tutenstein*) serves as co-producer. An academic team led by Professor Emeritus Don Roberts of Stanford University, and Dorothy Singer of Yale, have overseen the development, as well as the episodic content to ensure it meets E/I (educational and informational) standards.

The *SpacePOP* animated series features over 100 short-form episodes and original music videos, which, since debuting on YouTube last year, have garnered over 17 million channel views, 60,000+ subscribers and approximately 320,000 hours of viewed programming. In this empowering, entertainment and adventurous series, original music is woven into a narrative that follows five teenage princesses who disguise themselves as musicians and form a band while they secretly plot to vanquish an evil Empress who is seeking to enslave the galaxy. In addition to YouTube, *SpacePOP* content is currently available in the U.S. on digital platforms, including Toon Goggles, PopJam, BatteryPOP and the Kid Genius Cartoon Channel on Comcast's Xfinity on Demand platform, as well as on OTT platforms, including Amazon, Apple, Roku, and more, bringing the combined audience reach to nearly 50 million households. And, *SpacePOP* music from Sony Music's Legacy label is available on iTunes.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. (GNUS) is a leading global media company developing, producing, marketing and licensing branded children's entertainment properties and consumer products for media distribution and retail channels. Led by award-winning creators and producers, Genius Brands distributes its

content worldwide in all formats, as well as a broad range of consumer products based on its characters. In the children's media sector, its portfolio of "content with a purpose" includes new preschool properties *Rainbow Rangers* for Nick Jr. and *Llama Llama* for Netflix; tween music-driven, YouTube brand *SpacePOP*; award-winning toddler brand *Baby Genius*; adventure comedy series *Thomas Edison's Secret Lab*, and Warren Buffett's *Secret Millionaires Club*, created with and starring iconic investor Warren Buffett. The Company is also co-producing an all-new adult animated series, *Stan Lee's Cosmic Crusaders*, with Stan Lee's Pow! Entertainment and The Hollywood Reporter. Genius Brands' *Kid Genius Cartoon Channel* is currently available in approximately 60 million households via Comcast and OTT platforms and *Kid Genius Cartoons Plus!*, which is now available to Amazon Prime subscribers. For additional information please visit www.gnusbrands.com.

Forward-Looking Statements:

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 Annual Report on Form 10-K for the fiscal year ended December 31, 2015, under the heading "Risk Factors," and other 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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