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Genius Brands International Appoints Michael Jaffa as General Counsel and Senior Vice President, Business Affairs

Former DreamWorks Animation Television and Hasbro Studios' Executive to Lead Business Operations for the Global Brand Management Company

BEVERLY HILLS, Calif., March 21, 2018 (GLOBE NEWSWIRE) -- Genius Brands International, "Genius Brands" (Nasdaq:GNUS), a global brand management company that creates and licenses multimedia entertainment content for children, announced today the appointment of Michael Jaffa to General Counsel & Senior Vice President of Business Affairs. The announcement was made today by Genius Brands' Chairman and CEO Andy Heyward, to whom Jaffa will report.



Former DreamWorks Animation Television and Hasbro Studios' executive, Michael Jaffa, to lead business operations for global brand management company Genius Brands International as General Counsel & SVP of Business Affairs.

In his new role, Jaffa will oversee the negotiating and shaping of business transactions in the areas of development, production, licensing, finance and distribution of Genius Brands' content catalog, including *Rainbow Rangers*, *Llama Llama*, *Warren Buffett's Secret Millionaires Club*, *Thomas Edison's Secret Lab*, *Baby Genius* and more. He will also spearhead the business and legal operations of the Company's digital channels, *Kid Genius Cartoon Channel*, *Kid Genius Plus* for Amazon and the *Baby Genius* channel.

"As Genius Brands embarks on a year of rapid growth, I am thrilled to welcome Mike, who has a long history of driving profits from the legal sector, on board to lead our business," said Heyward. "He is a superb executive, who brings an extraordinary pedigree and breadth of experience in entertainment and technology and across production, distribution and licensing, and the entire company is looking forward to working with him."

"Andy and the team at Genius Brands have created a children's media company that is poised to compete with the majors, and I am honored to join in a role that will facilitate the continued global expansion of the Company," commented Jaffa.

At DreamWorks Animation Television, Jaffa served as Head of Business Affairs and was responsible for all studio business and legal affairs matters, including the negotiation and drafting of hundreds of development, production, acquisition, talent, digital and music agreements. Previously, he was the Vice President of Legal & Business Affairs for Hasbro Studios, working directly with Hasbro Studios' President, CFO, and General Manager to help create programs and launch strategy for a new studio and related network. Jaffa has also represented various clients, including Sony Pictures Animation and MGM Studios.

Jaffa received a J.D. from New York University School of Law.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc.

(NASDAQ: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. 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.

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A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/927fe3d1-1252-4790-863f-63729ab2b849>



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