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Genius Brands International Expands Licensing and Retail Team with the Appointment of Cindy Elfenbein as Vice President of Global Consumer Products and Retail Development

BEVERLY HILLS, Calif. , March 23, 2018 (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, announced today the appointment of Cindy Elfenbein to the newly formed position of Vice President of Global Consumer Products & Retail Development. As a 25-year innovative retail and sales promotions' executive, Elfenbein brings extensive experience to the role across consumer products, licensing and retail. The announcement was made today by Genius Brands' SVP of Global Consumer Products, Lloyd Mintz, to whom she will directly report.





Genius Brands International (NASDAQ:GNUS) appoints Cindy Elfenbein to the newly formed position of Vice President of Global Consumer Products & Retail Development. As a 25-year innovative retail and sales promotions' executive, Elfenbein brings extensive experience to the role across consumer products, licensing and retail.

Elfenbein will work with retailers and licensees to build comprehensive global consumer product programs and retail initiatives for each of the company's brands, specifically *Rainbow Rangers*, premiering in fall 2018 on Nick Jr, *Llama Llama*, currently available on Netflix, and the relaunch of the award-winning *Baby Genius®*, as well as *Thomas Edison's Secret Lab*, *Secret Millionaires Club* and others in development.

"Cindy has broad experience in the retail and licensing community, who has overseen dozens of high-profile retail sales programs across multiple channels of distribution. We're excited to have her on board to help elevate our brands and develop them into long-term franchises." said Mintz. "With two major properties, *Rainbow Rangers* and *Llama Llama*, heading to market in late 2018–2019, "Cindy's out-of-the box thinking will allow us to build sustainable partnerships, tap into new and emerging channels of distribution, and grow our business globally.

"I am thrilled to be collaborating with the team at Genius Brands on the expansion of their IP library into retail, and equally excited to be working again with Company's CEO Andy Heyward," commented Elfenbein. "This is a tremendous opportunity to work with two of the most amazing and fresh properties to emerge in a long time that have all the makings of becoming break out hits."

With over 25 years of experience in global entertainment consumer products, Elfenbein previously served as Vice President, Retail Business Development at ZAG, an award-winning global independent animation studio. Previously, she served as Executive Director of Retail Development at SANRIO and has also held senior management positions at Sony Pictures Entertainment, MGA Entertainment, DIC Entertainment and Warner Bros. Consumer Products.

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:

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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<https://www.globenewswire.com/NewsRoom/AttachmentNg/de23a51c-6d88-4006-862a-f9254701160b>



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