

April 2, 2018



Genius Brands International Appoints 30-Year Finance Industry Vet, Robert Denton, as Chief Financial Officer

BEVERLY HILLS, Calif., April 02, 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 Robert Denton, a financial executive with 30 years of senior management experience in fast-growing global media companies, as Chief Financial Officer, effective April 18, 2018. Denton, who worked alongside Genius Brands' Chairman and CEO Andy Heyward for five years while serving as CFO of DIC Entertainment leading up to the public company's successful sale, will once again be reporting directly to Heyward.



30-year finance industry veteran, Robert Denton, to serve as CFO of Genius Brands International (NASDAQ:GNUS).

Denton brings extensive experience in finance having served as Chief Operating Officer at Artisan Home Entertainment; Chief Accounting Officer of LIVE Entertainment and over eight years at Ernst & Young. As Chief Financial Officer for Genius Brands, he will oversee finance, accounting, budgeting and forecasting, information technology, human resources and corporate facilities. Denton will also be a vital member of Genius Brands' executive management team, driving the expansion of its investor relations and corporate development initiatives.

"Bob and I share a similar work ethic, and our management and leadership strategies as well as our business experiences are complementary," said Heyward in announcing Denton's new role with Genius Brands. "As we continue to expand the scope of our global operations, Bob's ability to effectively and proficiently cultivate, facilitate and execute the strategic financial planning will steer the company's continued growth and sustained success."

"I have always admired and respected Andy Heyward's passion and commitment as well as his unique talent for anticipating trends and satiating consumer appetites with engaging, quality entertainment," added Denton. "During my five-year tenure as CFO at DIC Entertainment, we worked together to take the company public, building a robust and competitive children's media company with an expansive global footprint. I look forward to once again working with Andy to strategize on driving the continued growth and success of Genius Brands."

Denton has spent the past six years in the role of CFO/Controller for Atlys Inc., a next-gen media technology company. His entertainment experience includes assisting with the restructuring of corporate financing for Gold Circle Films, a theatrical motion picture production and distribution company, as its interim chief financial officer; five years as CFO of DIC Entertainment Corp., the global brand management, production and distribution company specializing in family entertainment with annual sales of \$85 million. Other previously held executive positions include Chief Operating Officer at Artisan Home Entertainment; Vice President of Finance for LIVE Home Video and VP, Chief Accounting Officer of LIVE Entertainment. He got his professional start with Ernst & Young's Century City office most recently as a Senior Manager.

Denton, a graduate of California State University, Northridge, with a BS degree in Business Administration-Accounting, Denton is a Certified Public Accountant in the State of California as well as a member of the American Institute of Certified Public Accountants and the California Society of Certified Public Accountants.

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.

GENIUS BRANDS MEDIA CONTACT:

Michelle Orsi/Carol Holdsworth
Three.Sixty Marketing & Communications □
310-418-6430
michelle@360-comm.com

FOR INVESTOR RELATIONS:

Michael Porter
PLR Investor Relations
212.564.4700
mike@plrinvest.com

A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/a404d6ba-09ad-4321-aa8f-ab3b6d187c7a>



Source: Genius Brands International, Inc.