

May 9, 2018



## Genius Brands International Continues to Build Blue-Chip Roster of Licensing Partners for 2019 Retail Launch of Original Preschool Brand Rainbow Rangers

BEVERLY HILLS, Calif., May 09, 2018 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. "Genius Brands" (NASDAQ:GNUS), continues to grow its line-up of key licensing partners in support of the 2019 retail launch of its new original preschool brand, *Rainbow Rangers*, with multiple new key partner appointments for the U.S., including **Berkshire Fashions** for outerwear, **Disguise** for Halloween costumes, and **Ceaco** for puzzles. Currently in production on season one (52 x 11' episodes), the CGI-animated series, *Rainbow Rangers*, is slated to premiere in fall 2018 on the #1 rated kids' network, **Nickelodeon's Nick Jr.**



Genius Brands International (NASDAQ:GNUS) adds multiple new key licensing partners for the U.S., including Berkshire Fashions for outerwear, Disguise for Halloween costumes, and Ceaco for puzzles, for its new original preschool brand, *Rainbow Rangers*, currently in production on season one (52 x 11' episodes), for a fall 2018 premiere on the #1 rated kids' network, Nickelodeon's Nick Jr.

The *Rainbow Rangers*' retail program will begin rolling out in the U.S. in late spring 2019, continuing through back-to-school and holiday. Genius Brands has built an impressive team of partners for *Rainbow Rangers* led by global master toy partner **Mattel, Inc.**, and global

master publisher Macmillan Children's Publishing Group for its **Imprint** label. Additional partners include **Bentex** (master apparel), **Dynacraft** (bikes, trikes, scooters and wagons), **Global Brand Group's American Marketing Enterprises** (sleepwear), **Global Design Concepts** (bags, backpacks), **GBG Socks dba Planet Sox** (socks and legwear), **Handcraft MFG** (packaged underwear), **H.E.R. Accessories** (hair and jewelry accessories), **Jay Franco Mfg.** (bedding and bath), **Kiddieland** (foot-to-floor ride-on toys), **Kittrich/inkology** (room décor, stationary and school supplies), **Kid Galaxy** (bubble toys) and **T.A.S.T.E. Beauty** (health and beauty products).

Genius Brand's SVP of Global Consumer Products Lloyd Mintz stated: "We are keenly aware of how special of a property *Rainbow Rangers* is based on the reactions from both the licensing and media content communities, and we are taking extra care to build licensing and retail relationships that support our vision for the property. We have top-tier partners developing products that speak to the core attributes of the brand—girl power, true diversity, environmental responsibility, teamwork, and more—and we are confident that *Rainbow Rangers* has all of the ingredients to be a breakout hit in 2019 and beyond."

"Berkshire is thrilled to continue building our partnership with Genius Brands with their exciting new property, *Rainbow Rangers*, that teaches empowerment to young girls through action and teamwork," said Richie Dweck, EVP, Berkshire Fashions.

The *Rainbow Rangers* series follows the thrilling rescue-based adventures of seven 9-year-old girls who are Earth's first responders, protecting people, animals, resources, and the natural beauty of our world. The *Rainbow Rangers*, who live in the magical land of Kaleidoscopia at the other side of the rainbow, have their own distinctive personalities and superpowers. Whenever there's trouble for the people or animals of Earth, our seven heroines zoom into action and ride their Spectra Scooters across the rainbow to save the day. Viewers will join them on exciting adventures, but also see them at home having the same daily dramas and hilarities as every preschooler watching the show. And at its heart, *Rainbow Rangers* is about empowering and encouraging girls to take action and make a difference in their own homes and neighborhoods to improve and safeguard the planet. Every viewer—boys and girls alike—will see themselves in at least one of these strong, unique and empowered Rangers!

Boasting a unique and highly-accomplished team of creators from the animated motion picture world, *Rainbow Rangers'* creative development and production team includes Rob Minkoff (*Disney's The Lion King* director), Shane Morris (*Disney's Frozen* co-writer), Tim Mansfield and New York Times Bestselling author and Emmy-nominated writer Elise Allen (*Dinosaur Train*, *Lion Guard*, *Barbie specials*) who is serving as head writer and co-creator. Genius Brands' Chairman and CEO and multiple Emmy-winning producer of more than 5,000 episodes of children's programming Andy Heyward serves as executive producer, with legendary Disney alum Ruben Aquino creating key designs. Aquino is responsible for the design and animation of many of Disney's most iconic characters from award-winning films including "The Lion King," "Beauty and the Beast," "The Little Mermaid," "Mulan" and "Frozen."

### **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 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](http://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, 2016, 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.

#### **MEDIA CONTACT:**

Michelle Orsi  
Three.Sixty Marketing & Communications  
310.418.6430, [michelle@360-comm.com](mailto:michelle@360-comm.com)

#### **INVESTOR RELATIONS CONTACT:**

Michael Porter  
PLR Investor Relations  
212.564.4700, [mike@plrinvest.com](mailto:mike@plrinvest.com)

A photo accompanying this announcement is available at <https://resource.globenewswire.com/Resource/Download/4d10c1ab-9f98-4804-b451-981a3018d596>



Source: Genius Brands International, Inc.