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UPDATE– Genius Brands International Celebrates World Premiere of New Preschool Series Rainbow Rangers With Event at Nasdaq MarketSite in New York City on November 6th

Company Hosts Event for the Investor Community to Showcase the “Rainbow Rangers” Brand, Including Plans for the 2019 Retail Launch, Featuring Over 300 New Products



Genius Brands International’s new animated preschool series, *Rainbow Rangers*, set to premiere on Nick Jr. on November 5th at 3:00 pm.

“Rainbow Rangers” to Bow on the Nick Jr. Channel Monday, November 5th at 3:00 p.m. (ET/PT)

BEVERLY HILLS, Calif., Oct. 25, 2018 (GLOBE NEWSWIRE) -- Following the November 5th (3:00 pm ET/PT) world premiere of season one of the new animated preschool series, [*Rainbow Rangers*](#) (52 x 11’), on the Nick Jr. channel, Genius Brands International “Genius Brands” (Nasdaq:GNUS) is hosting an event at Nasdaq MarketSite on November 6th at their headquarters in Times Square NYC to showcase the *Rainbow Rangers* brand to the investor community.

Genius Brands Chairman & CEO, Andy Heyward, and top Company executives will deliver an investor presentation highlighting the economics of the consumer products program for

Rainbow Rangers across the U.S., as well as in key territories around the world, many of which have already licensed the series. A senior executive from Mattel will speak, as well as key licensees from select consumer product categories. Coinciding with the event, clips of *Rainbow Rangers* will be streamed on the Nasdaq LIVE channel, as well as an interview with Heyward and a Mattel executive, and the Nasdaq Jumbotron in Times Square will feature *Rainbow Rangers* throughout the day. Shelly Hirsch, Founder of The Beacon Media Group--the single largest children's media buyer in the U.S.--will also be speaking. Additionally, guests at the event will receive an exclusive collectible *Rainbow Rangers* commemorative limited edition piece of animation art signed by the series' creators.

"This will be a rare opportunity for us to showcase the *Rainbow Rangers* brand publicly to the investment community and unveil and speak about the over 300 children's consumer products coming to the marketplace in 2019," stated Andy Heyward, Chairman & CEO of Genius Brands. "In support of the premiere, Genius Brands launched an aggressive two-week campaign initiated across social media, influencers, digital advertising, and consumer PR efforts leading up to the debut of *Rainbow Rangers* and continuing throughout the broadcast launch period, and we are thrilled to share with the investment community what we see as the next preschool hit!"

Beginning back-to-school 2019 (July/August), Genius Brands will launch the U.S. retail program for *Rainbow Rangers* with products debuting at retail across all categories of kid's consumer products. Master toy partner Mattel will premiere a range of toys, including collectible dolls, traditional fashion dolls, role play items, and a playset. Other product categories from Genius Brands' roster of blue-chip partners include apparel, publishing, sleepwear, bedding and bath, footwear, bags and backpacks, Halloween costumes and accessories, youth consumer electronics, health and beauty aids, cosmetics, bicycles and ride-ons, and a *Rainbow Rangers* live touring show.

About Rainbow Rangers

The *Rainbow Rangers* series follows the thrilling rescue-based adventures of seven 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 child 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, Genius Brands International, Inc. (NASDAQ:GNUS) is a leading global kids media company developing, producing, marketing and licensing branded children's entertainment properties and consumer products for media and retail distribution. The Company's "content with a purpose" brand portfolio, which is led by award-winning creators and producers, includes preschool properties Rainbow Rangers for Nick Jr. and Llama Llama for Netflix; award-winning toddler brand, Baby Genius; adventure comedy STEM series, Thomas Edison's Secret Lab; and financial literacy and entrepreneurship series, Warren Buffett's Secret Millionaires Club. The Company's content catalog also includes the animated series, Stan Lee's Cosmic Crusaders, created with Stan Lee's Pow! Entertainment. Seeing the need to provide kids and parents with a safe viewing environment that offers premium enriching and engaging programming, Genius Brands launched the Genius Brands Network – comprised of Kid Genius Cartoon Channel and Baby Genius TV, as well as an exclusive Kid Genius Cartoons Plus subscription channel on Amazon Prime. The Network channels are available in approximately 80 million U.S. households via a variety of distribution platforms, such as OTT, set top box, internet and mobile. Through licensing agreements with category leading partners, characters from the Company's properties also appear on a wide range of consumer products for retail. For additional information please visit www.gnusbrands.com.

Forward Looking Statements:

Certain statements in this notice 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 International Media Contact:

Michelle Orsi
Three.Sixty Marketing & Communications
(310) 418-6430
michelle@360-comm.com

Investor Relations Contact:

Michael Porter
PLR Investor Relations

212.564.7000

mike@plrinvest.com

A photo accompanying this announcement is available at

<https://www.globenewswire.com/NewsRoom/AttachmentNg/f81a9bc1-df24-4020-a48d-17acbd6e8fc0>



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