

December 4, 2018



## Genius Brands International, Inc. Issues Shareholder Letter

BEVERLY HILLS, Calif., Dec. 04, 2018 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. "Genius Brands" (NASDAQ: GNUS), the global brand management company that creates and licenses multimedia entertainment content for children, released a letter to shareholders from Chairman & CEO Andy Heyward. The complete letter follows:



Genius Brands International's (Nasdaq: GNUS) new animated preschool series, Rainbow Rangers, was the #1 Nielsen ranked kid's series of 19 series on Nick Jr., by its third week on the air.

**RAINBOW RANGERS -- #1 SHOW, KIDS 2-11, #1 SHOW, GIRLS 2-5 WITHIN 3<sup>RD</sup> WEEK OF SERIES LAUNCH ON NOV. 5<sup>TH</sup> ON NICK JR.**

Happy Holidays!

I would like to take a moment to share with you some incredibly exciting news on our new preschool show, Rainbow Rangers, on Nick Jr. The ratings and statistics surrounding the Rainbow Rangers launch have been fantastic, but the best news was the Nielsen ranking released this last Friday, for the week of November 19.

- **Rainbow Rangers was the #1 Nielsen ranked kid's series of 19 series on Nick Jr., by its third week on the air** (see Ratings Ranker Nielsen chart below).
- Up to 170% retention from lead-in series *Shimmer & Shine* in its 2<sup>nd</sup> week on the air, w/o Nov. 19.
- The average retention of Rainbow Rangers is 131% from the lead in.
- Rainbow Rangers average co-viewership (Parents & Kids) is 260,000, with retention

and growth increasing daily.

- Nick Jr. added “Encore Runs” as a result of a successful performance, including Primetime Sunday, Nov. 25 between 8-9PM, where it became the #1 show on Nick Jr. for the week, by its 3<sup>rd</sup> week on the air. (see Ratings Ranker Nielsen chart below).

Sincerely,  
Andy Heyward  
Chairman and CEO  
Genius Brands International

**#1 Program Per Network (K2-11) wk of 11/19/18:**

- **Adult Swim** – DRAGON BALL Z KAI (0.23)
- **Baby First TV** – COLOR CREW SATURDAY (0.04)
- **Boomerang** – SCOOBYDOO-STAGE FRIGHT (0.19)
- **Discovery Family Channel** – MY LITTLE PONY: VERY MINTY CHRISTMAS (0.07)
- **Disney Jr** – MICKEY’S TWICE UPON A CHRISTMAS (0.93)
- **Disney XD** – ZOOTOPIA (0.41)
- **Nick Jr** – **RAINBOW RANGERS (0.56)**
- **Nick at Nite**– SPONGEBOB MOVIE: OUT OF WATER (0.57)
- **Nickelodeon** – SPONGEBOB ATLANTIS PANTIS (1.29)
- **Nicktoons** – SPONGEBOB (0.24)
- **Universal Kids** - AMERICAN NINJA WARRIOR JR (0.07)
- **Teen Nick** – SAM & CAT (0.18)
- **The Cartoon Network** – ALVIN & THE CHIPMUNKS: THE ROADCHIP (0.59)

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A photo accompanying this announcement is available at  
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Source: Genius Brands International, Inc.