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Genius Brands International Announces Stan Lee Content Collaboration With Marvel Studios

BEVERLY HILLS, Calif., March 30, 2021 (GLOBE NEWSWIRE) -- **Genius Brands International, Inc.** (Nasdaq: GNUS) announced today a collaboration with Marvel Studios where Marvel Studios has licensed from Genius Brands certain likeness rights to Stan Lee in support of exciting future marketing content celebrating the legacy of Marvel Studios. This initiative between Genius Brands and Marvel Studios using the assets of Stan Lee is the first collaboration between the companies. The companies are also discussing ways to work together on other Stan Lee related initiatives in the future.

Genius Brands, through "STAN LEE UNIVERSE", its recently announced joint venture with POW! Entertainment, LLC, controls the Stan Lee name, the animated and live Stan Lee likeness, the Stan Lee signature, as well as the broad Stan Lee brand/Stan Lee Presents, and a variety of Stan Lee properties created post Marvel.

"The faithful protection of Stan's brand for the millions of fans around the world, is a sacred stewardship for us at Genius Brands," said Andy Heyward, Chairman and CEO of Genius. "As we approach the Stan Lee Centennial in 2022 and focus on celebrating the unique and iconic stature of Stan Lee, we are thrilled to collaborate with Marvel Studios."

About Genius Brands International

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 award-winning 'content with a purpose' portfolio includes the upcoming *Shaq's Garage*, starring legendary basketball star Shaquille O'Neal, and *Stan Lee's Superhero Kindergarten*, starring Arnold Schwarzenegger, both for Kartoon Channel!; *Rainbow Rangers* for Nick Jr.; *Llama Llama*, starring Jennifer Garner, for Netflix; award-winning toddler brand *Baby Genius*; adventure comedy STEM series *Thomas Edison's Secret Lab*; and entrepreneurship series *Warren Buffett's Secret Millionaires Club*. Through licensing agreements with leading partners, characters from Genius Brands' IP also appear on a wide range of consumer products for the worldwide retail marketplace. The Company's new Kartoon Channel! and Kartoon Classroom! are available in over 100 million U.S. television households via a broad range of distribution platforms, including Comcast, Cox, DISH, Sling TV, Amazon Prime, Amazon Fire, Apple TV, Apple iOs, Android TV, Android Mobil, Google Play, Xumo, Roku, Tubi, KartoonChannel.com, Samsung Smart TVs and LG TVs. 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, our ability to generate revenue or achieve profitability; our ability to obtain additional financing on acceptable terms, if at all; the potential issuance of a significant number of shares, which will dilute our equity holders; fluctuations in the results of our operations from period to period; general economic and financial conditions; our ability to anticipate changes in popular culture, media and movies, fashion and technology; competitive pressure from other distributors of content and within the retail market; our reliance on and relationships with third-party production and animation studios; our ability to market and advertise our products; our reliance on third-parties to promote our products; our ability to keep pace with technological advances; our ability to protect our intellectual property and those other risk factors set forth in the "Risk Factors" section of the Company's most recent Annual Report on Form 10-K and in the Company's subsequent filings with the Securities and Exchange Commission (the "SEC"). 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:

pr@gnusbrands.com

INVESTOR RELATIONS CONTACT:

ir@gnusbrands.com



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