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BuzzFeed Animation Lab to Develop New Animated Series “Chikn Nuggit” With Genius Brands’ Frederator Network, Inc.

Series Based on Hit Digital IP from BuzzFeed Animation Lab

Latest Project from the Exclusive First-Look Content Deal Between Frederator and BuzzFeed’s Animation Lab



BEVERLY HILLS, Calif., June 20, 2023 (GLOBE NEWSWIRE) -- Through its **Frederator Network** subsidiary, **Genius Brands International, Inc.** (NASDAQ: GNUS until June 26th after which the company rebrands to **Kartoon Studios** and trades on the NYSE AMERICAN: TOON) and **BuzzFeed** (NASDAQ: BZFD) to develop the latest animated series, [Chikn Nuggit](#), as part of the companies’ exclusive first-look content deal announced earlier this year.

Frederator Network and BuzzFeed’s Animation Lab will develop a premium content series for digital hit *Chikn Nuggit* based on the original shorts created by Kyra Kupetsky. With over 1 billion views to date on social platforms, *Chikn Nuggit* is a gender-inclusive, online animated comedy series about a weird, long-eared dog named Chikn Nuggit and his fast-food-named friends. The shorts have attained the adoration of millions of fans worldwide for their sweet and surreal adventures and comedic, adorable antics. *Chikn Nuggit* premiered in

October 2020 on TikTok, Twitter and Instagram and has since amassed over 300 short-form videos and over 8 million followers.

Frederator Director of Development **Isabel Schultz** will head global content sales. In addition, Genius Brands' consumer products' division will develop the Chikn Nuggit retail program and a full IP slate in close partnership with BuzzFeed Animation Lab.

Michael Hirsh, CEO of WOW! Unlimited Media, the parent company of Frederator Network, stated: "We are pleased further to expand our roster of original animated series with BuzzFeed, giving the global fans of wildly popular IP, such as *Chikn Nuggit*, more of what they love."

Zee Myers, Head of BuzzFeed Animation Lab, commented: "Millions of fans have let us know that they need the *Chikn Nuggit* animated series! We can't wait to continue expanding our content universe for our global community in partnership with Frederator, a pioneer in animation and television."

About Frederator

Frederator is a pioneer in streaming video and a leading independent producer of animation for streaming services, linear television, and online video platforms, owning and operating the largest global animation network on YouTube, with channels that boast over 2000 exclusive creators and influencers and garnering over a billion views every month. Over the past 20 years, Frederator Studios has produced 19 series and more than 250 short films for and with partners including Netflix, Amazon, Google, Nickelodeon, Nick Jr., Sony Pictures Animation, and Cartoon Network, including Butch Hartman's *The Fairly OddParents* on Nickelodeon, Pendleton Ward's *Adventure Time* on Cartoon Network and Natasha Allegri's *Bee and PuppyCat* on Netflix. Frederator is a Genius Brands International, Inc. (Nasdaq: GNUS) company and has offices in Burbank, CA and New York, NY.

About BuzzFeed, Inc.

BuzzFeed, Inc. is home to the best of the Internet. Across food, news, pop culture and commerce, our brands drive conversation and inspire what audiences watch, read, buy, and obsess over next. Born on the Internet in 2006, BuzzFeed, Inc. is committed to making it better: providing trusted, quality, brand-safe news and entertainment to hundreds of millions of people; making content on the Internet more inclusive, empathetic, and creative; and inspiring our audience to live better lives.

About Genius Brands International

Genius Brands International, Inc. (Nasdaq: GNUS) is a leading global children's media company developing, producing, marketing and licensing branded children's entertainment properties and consumer products for media and retail distribution. On June 26th, 2023, the company will become Kartoon Studios, cease trading on the Nasdaq stock exchange and begin trading on New York Stock Exchange (NYSE AMERICAN: TOON).

The Company's IP portfolio of family-friendly content features the *Stan Lee* brand, *Stan Lee's Superhero Kindergarten*, starring Arnold Schwarzenegger, on Kartoon Channel!; *Shaq's Garage*, starring Shaquille O'Neal, recently launched on Pluto TV; *Rainbow Rangers* on Kartoon Channel! and Netflix; *Llama Llama*, starring Jennifer Garner, on Netflix and more. In 2022, Genius Brands acquired Canada's WOW! Unlimited Media (TSX-V: WOW), which includes 2,500 channels under Frederator Networks, and has

also made a strategic investment becoming the largest shareholder in Germany's Your Family Entertainment AG (FRA:RTV), one of Europe's largest distributors and broadcasters of high-quality programs for children and families.

Genius Networks consists of Kartoon Channel!, Frederator Network and Ameba. Kartoon Channel! is a globally distributed entertainment platform with penetration in a vast majority of the U.S. television market and international expansion with launches in key markets around the world. Kartoon Channel! is available across multiple platforms, including iOS, Android Mobile, Web, Amazon Prime Video, Apple TV, Amazon Fire, Roku, Pluto TV, Comcast, Cox, Dish, Sling TV, Android TV, Tubi, Xumo, Samsung and LG Smart TVs. Frederator Network owns and operates the largest global animation network on YouTube, with channels featuring over 2000 exclusive creators and influencers, garnering on average over a billion views every month. Ameba is a children's video streaming service full of active, engaging and intelligent programming.

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.

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Chikn Nuggit



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