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## Genius Brands International Appoints Brandgenuity as Exclusive European Licensing Agent for Preschool Brand Llama Llama

Beverly Hills, CA (September 10, 2018) – Expanding the reach of its licensing program for popular and endearing children’s property **Llama Llama**, Genius Brands International, “Genius Brands” (Nasdaq:[GNUS](#)), the global brand management company that creates and licenses multimedia entertainment content for children, announced today that it has signed **Brandgenuity** as the brand’s Licensing Agent for the UK, Ireland, Spain, Hungary, Poland, and Romania. The announcement was made by Genius Brands International’s SVP, Global Consumer Products, Lloyd Mintz.

“With 20 million books in eight languages sold worldwide, not to mention the continuing success of the first season of the animated series around the globe on Netflix, **Llama Llama** has proven to be a concept that engages people of all ages and appeals to a wide range of licensing partners as a result of that broad popularity,” explains Mintz. “We look forward to working with Brandgenuity to engage new partners across Europe to develop a robust range of products that will appeal to parents and their children that authentically represent the concept, characters, and relationships originally developed by creator and author Anna Dewdney.”

“**Llama Llama** has all the ingredients for a licensing hit,” added Teri Niadna, Managing Director at Brandgenuity Europe. “It’s an established property with adorable characters, great stories and engaging story-telling that offers exciting opportunities for our partners in the region. We can’t wait to get started!”

Among the numerous U.S. licensing partnerships secured by Genius Brands for the **Llama Llama** property are **Scholastic** (book fairs); **PhatMojo** (toys, figures, playsets, plush); **Bendon Publishing** (branded coloring and activity books); **Kurt Adler** (branded Christmas ornaments); **Creative Converting** (party goods); **Cuddle Barn** (animatronic plush toys); Intimo (sleepwear); **Prime Party** (online party supplies); and **Myself Designs/Myself Belts** (belts). The company is also collaborating with **Kids Preferred** on the development of a line of **Llama Llama** plush. New products for the brand are expected to roll out at retail later this year and throughout 2019.

Based on Anna Dewdney’s best-selling and award-winning joyful **Llama Llama** book series, season one of the animated preschool **Llama Llama** series stars Jennifer Garner

as Mama Llama, and debuted worldwide in 20 different languages on Netflix in January 2018. The series focuses on first childhood experiences and adventures, as well as the special connections between the lead character, Llama, his Mama and his grandparents. *Llama Llama* tells heart-warming tales of life in a safe, friendly town seen through the eyes of Llama as he interacts with the amazing world around him.

Currently in production on season two, Genius Brands and Netflix also announced the development of two new, 30-minute *Llama Llama* specials, including one for Mother's Day. In season two, Jennifer Garner returns as Mama Llama along with an all-star team of award-winning producers, including **Jane Startz** (*Ella Enchanted*, *Tuck Everlasting*, *The Indian in the Cupboard*, *The Magic School Bus* series), **Andy Heyward** (*Inspector Gadget*, *The Real Ghostbusters*, *Strawberry Shortcake*, *Madeline*, *Carmen Sandiego*) and **Reed Duncan**. Emmy Award-winning writer **Joe Purdy** (*Arthur*, *Hey Arnold!*) serves as the head writer and legendary Disney alum **Ruben Aquino** (*Frozen*, *The Lion King*, *Aladdin*, *Mulan*) as art director for the series.

### **About Llama Llama**

With 20 million units in print worldwide, Dewdney's *Llama Llama* books from Penguin Young Readers have all been *New York Times* bestsellers with several titles claiming the #1 spot, and her work has been translated into eight languages. Dewdney's soothing tales are synonymous with calming early-childhood anxiety and she was praised by the *Chicago Tribune* as a "geographer extraordinaire of the emotional terrain of preschoolers and their mothers." Books in her *Llama Llama* series include *Llama Llama Red Pajama*, *Llama Llama Holiday Drama*, *Llama Llama Misses Mama*, and *Llama Llama Time to Share*.

### **About Brandgenuity**

Brandgenuity is an award-winning, global full-service brand licensing agency based in New York with offices in London, Munich and Hong Kong. The agency is ranked amongst the top 15 licensing agencies worldwide. Brandgenuity extends famous and iconic brands into new categories to build awareness and generate incremental revenue. A full suite of licensing services includes strategic licensing planning, prospecting, legal support & contract negotiation, retail development and assisting manufacturers in the strategic acquisition of licenses. The agency's clients include BMW, Anheuser Busch-InBev, NFL Players Association, Oddbods, Carmen Sandiego, Viacom Network, Arm & Hammer, PUR, Planet Fitness, Hawaiian Tropic, Banana Boat, Playtex, MGM Studios, and more. For more information, please contact [info@brandgenuity.com](mailto:info@brandgenuity.com) and visit us in the National Hall at BLE, BOOTH N60.

### **About Genius Brands International**

Headquartered in Beverly Hills, 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 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; tween music-driven YouTube brand, SpacePOP; award-winning toddler brand, Baby Genius; adventure comedy STEM series, Thomas

Edison's Secret Lab; and financial literacy series, Warren Buffett's Secret Millionaires Club. 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 methods, such as OTT, set top box, internet and mobile. Through licensing agreements with category leading partners, the Company's properties also appear on a wide range of consumer products for retail. For additional information please visit [www.gnusbrands.com](http://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 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.*

**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)