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Genius Brands International Signs Deals With KIDdesigns and Basic Fun!, Expanding Rainbow Rangers Product Lines for the 2019 U.S. Retail Launch

Over 300 "Rainbow Rangers" Product SKU's Coming to The Marketplace



Genius Brands International (NASDAQ: GNUS) has signed agreements with KIDdesigns on the development of a youth electronics line for Rainbow Rangers, and Basic Fun!, who will develop a novelty toy line based on preschoolers' colorful superheroes! The retail program for Rainbow Rangers will begin rolling out in Back-to-School 2019 with over 300 product SKU's coming to the marketplace.

BEVERLY HILLS, Calif., Sept. 05, 2018 (GLOBE NEWSWIRE) -- Continuing to expand the licensing program in support of the 2019 retail launch for original preschool animated series **Rainbow Rangers**, Genius Brands International, Inc. "Genius Brands" (NASDAQ: GNUS) has signed agreements with **KIDdesigns** on the development of a youth electronics line for the property, and **Basic Fun!**, who will develop a novelty toy line based on preschoolers' colorful superheroes. The announcement was made today by Genius Brands' SVP of Global Licensing Lloyd Mintz.

"KIDdesigns is the industry leader in youth electronics, bringing interactive electronic toys to kids that combine state-of-the-art technology with old fashioned fun, and Basic Fun! is a proven leader in the collectibles market," commented Genius Brands' Mintz. "Both companies will deliver innovative and exciting products that kids will love and their parents

can trust, we are excited that they are joining our outstanding line-up of partners to deliver a diverse range of branded products that will engage fans of *Rainbow Rangers* beyond the screen.”

KIDdesigns is creating an exciting line for *Rainbow Rangers*, including headphones, wearable communication device, microphone, and sing-along boombox. From Basic Fun!, Rainbow Rangers’ Mash’ems will be super squishy, soft, water-filled collectibles that kids can mash, twist and stretch. This new Mash’ems collection contains six unique characters - Rosie Redd, Mandy Orange, Bonnie Blueberry, Anna Banana, Floof and one ultra-rare character, Kalia, who will be sparkly.

“We are very excited to work with the Genius Brands International licensing team on the development of a youth electronics line that incorporates the colorful and engaging personalities of the *Rainbow Rangers* as well as bringing the series core mission of protecting and preserving the environment, animals and the beauty of the natural world to life,” added Nisan Davydov, Associate Marketing Manager at KIDdesigns. “*Rainbow Rangers* offers unlimited opportunities, and we’re excited to explore and develop an exciting product line for this imaginative brand.”

“We look forward to celebrating all of the fun that *Rainbow Rangers* packs into its imaginative adventures through our new Mash’ems collection,” said Stephen Chernin, EVP at Basic Fun! “Imparting important messages that inspire and encourage young children around the globe is the Rainbow Rangers DNA and we are proud to be a part of it.”

KIDdesigns and Basic fun join approximately 20 blue-chip industry-leading licensing partners for the retail launch, including **Mattel Inc.** (master toy), **MacMillan Publishing** (master publishing), **Bentex** (master apparel), **A.M.E.** (sleepwear), **Berkshire Fashions** for cold weather accessories, **BioWorld** (bags, backpacks), **Ceaco** (puzzles), **Disguise** (Halloween costumes), **Handcraft Manufacturing** (packaged underwear), **H.E.R. Accessories** (jewelry and hair accessories), **Jay Franco** (bedding and bath), Dynacraft (bicycles), **Kid Galaxy** (bubble toys), **Kiddieland** (foot-to-floor ride-ons), and **Planet Sox** (hosiery) as well as **Spirit Halloween** for a direct-to-retail program. The retail program for *Rainbow Rangers* will begin rolling out in Back-to-School (July/August) 2019 with over 300 product SKU’s coming to the marketplace.

About Rainbow Rangers

The *Rainbow Rangers* series follows the thrilling rescue-based adventures of seven 9-year-old 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 preschooler 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 KIDdesigns

KIDdesigns is a leading manufacturer of cutting edge, interactive electronic toys, learning aids, and real electronics for kids of all ages. We understand and respect the importance that toys play in kids' lives. With that responsibility in mind, we combine state-of-the-art technology with old-fashioned fun to create innovative, exciting, and enjoyable products that kids will love and parents can trust. KIDdesigns is dedicated to creating products that help boys and girls grow, learn, and have fun. KIDdesigns has received some of the most prestigious awards and honors in the industry, including Family Fun's "Toy of the Year" award, "Top Toy" recognition from the Great American Toy Test, and the "Best New Product Innovation" award from Toy Wishes Magazine. Our most-treasured honors, however, have always been the smiles and laughter from millions of boys and girls when they play with our toys and use our products. For more information, visit www.kiddesigns.com

About Basic Fun!

Basic Fun! is a developer of innovative and fun children's entertainment products. The company was created as a result of an organized roll-up strategy, of several smaller toy companies including: The Bridge Direct, Tech 4 Kids, K'NEX, Uncle Milton and Good Stuff. The company's products are sold through a well-established network of retailers and distributors around the globe and include the following product lines: CakePop Cuties, Poopeez, Classic My Little Pony, Mash'ems and Fash'ems novelties, Uncle Milton's Star Wars Science activities and Original Ant Farm, C3 Sports and Collector Construction, Arcade Classics Electronic Games including Pac-Man and Frogger, Pokémon Trainer Guess, Fisher-Price Classics®, Strawberry Shortcake, Lite-Brite® and many more. For more information, visit www.BasicFun.com.

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.

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.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/7e1c72d6-fa10-4eff-803e-e52c8b2c9086>



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