

December 10, 2012



# Genius Brands International Begins Development on Animated TV Series for Fall 2014 Broadcast Season

## Bolch 'n' May Writer/Producer Team Signed to Create Series Based on Well-Known Children's Brand

SAN DIEGO, Dec. 10, 2012 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. (OTCQB:GNUS), developer and marketer of entertainment products including the award-winning [Baby Genius](#)<sup>®</sup> line of music and education-based products and characters, announced today it has started development on an animated television series for 6-9 year olds based on the Company's well-known Genius brand of intellectual properties for children. The series is being developed to offer to broadcasters for the fall 2014 broadcast season.

Suzanne Bolch and John May have been signed to create and write the series. Known throughout the industry as Bloch 'n' May, this writer/producer team has worked on hundreds of television episodes in Toronto, New York and Los Angeles. Their executive producer credits include *Captain Flamingo* (also creators) for YTV/Jetix, *Naturally Sadie* for Disney/Family Channel, and *Our Hero* (also creators) for CBC. They also produced *The Screech Owls* for Discovery/YTV, *The Journey of Allen Strange* for Nickelodeon and *Flash Forward* for Disney/Family Channel. Their many writing credits include PBS's award-winning *The Magic Schoolbus*, Disney/Family Channel's *Life with Derek*, Nickelodeon/YTV's *Caitlin's Way*, and Fox/YTV's *Stickin' Around*.

The announcement of the new television series comes on the heels of a new milestone for Genius Brands, which reached over 10,000,000 video views on its Baby Genius<sup>®</sup> YouTube channel at [www.youtube.com/babygenius](http://www.youtube.com/babygenius).

"An animated television series based on our core brands is the next natural step in our global strategy to build upon the continuing momentum for our brands through all forms of media," stated Genius Brand's EVP of New Business Development Howard Balaban. "We are thrilled to be working with Bolch 'n' May on this new entertainment venture. They are a highly creative team with proven expertise in attracting kid audiences and an impressive track record of writing and producing for successful children's franchises for many of the top broadcasters in the U.S. and Canada."

Baby Genius<sup>®</sup> brand is recognized by 70% of moms in the U.S., according to a recent study conducted by a third party commissioned by Genius Brands.

### About Genius Brands

Genius Brands International, Inc. is the developer and marketer of entertainment products including the award winning Baby Genius® line of music and education-based products and characters. The Company is developing and marketing a growing line of Genius branded products that entertain and educate the whole family. Baby Genius® awards include: Mom's Choice Award, The National Parenting Center Seal of Approval, *The Toy Insider* Best Toddler Toys, Dr. Toy 100 Best Children's Products, NAPPA Honors Award, iParenting Excellent Product Award, Creative Child Preferred Choice Award, Latino DVD Awards, iParenting Media Award, Film Advisory Board Award of Excellence, Kids First! Quality Children's Media Endorsement, *Parents Magazine* 2002 "Video of the Year," and Best "Under 3" QSR Program 2004/2005 from *Restaurant Magazine*. Baby Genius® products are available at most major retailers and have international exposure in over 40 countries. For brand information please visit [www.babygenius.com](http://www.babygenius.com). For Company information please visit <https://ir.stockpr.com/babygenius/overview>.

The Genius Brands International, Inc. logo is available at <https://www.globenewswire.com/newsroom/prs/?pkgid=11441>

### **Forward-looking statements**

This release contains forward-looking statements made by or on behalf of Genius Brands International Inc. All statements that address operating performance that the Company expects will occur in the future, including statements relating to operating results for fiscal 2012 and beyond, revenue growth, future profitability or statements expressing general optimism about future operating results, are forward-looking statements. These forward-looking statements are based on management's current views and we cannot assure that anticipated results will be achieved. These statements are subject to numerous risks and uncertainties, including, among other things, uncertainties relating to the Company's success in judging consumer preferences, financing the Company's operations, entering into strategic partnerships, engaging management, seasonal and period-to-period fluctuations in sales, failure to increase market share or sales, inability to service outstanding debt obligations, dependence on a limited number of customers, increased production costs or delays in production of new products, intense competition within the industry, inability to protect intellectual property in the international market for our products, changes in market condition and other risks and uncertainties indicated from time to time in our filings with the U.S. Securities and Exchange Commission (SEC) available via the SEC's website at [www.sec.gov](http://www.sec.gov). Readers are cautioned not to place undue reliance on forward-looking statements and are encouraged to consider the risk factors that could affect actual results. The Company disclaims any intent to update forward-looking statements.

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Source: Genius Brands International, Inc.