

February 7, 2012



Genius Brands International to Present Full Line of Products at Nation's Largest Toy Fair

Introducing 20 New Toys From Worldwide Toy Licensee JAKKS Pacific's Tollytots(R) Division at 109th American International Toy Fair in New York City February 12-15, 2012

SAN DIEGO, Feb. 7, 2012 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. (OTCQB:GNUS) will present its full line of products, including a new line of Baby Genius® toys from JAKKS Pacific's (Nasdaq:JAKK) Tollytots® division, to buyers from around the world at the 109th American International Toy Fair in New York City, February 12-15, 2012.

The comprehensive line of 20 new musical and early learning toys from worldwide master toy licensee, Tollytots®, incorporates the music, characters and themes that have made the Baby Genius® series of videos and music CDs a favorite among children and parents around the world. Among the toys debuting at the nation's largest toy fair are the Baby Genius® Be a Star Sing-Along Jukebox, Baby Genius® Be a DJ Bear Jam-bouree and Baby Genius® Musical Friends-in-the-Box.

Genius Brands' sales team will be in full force at exhibit booth #5837 at the Jacob K. Javits Convention Center to meet with and take orders from the more than 14,000 buyers from approximately 7,000 individual outlets attending the annual Toy Fair.

"The timing of Toy Fair couldn't be better for Genius Brands. On the heels of our recent success with a Groupon promotion that generated 30 million impressions and the launch of a new Direct Response Division under the leadership of marketing director Denise Kovac, we anticipate continuing our sales momentum and growing brand awareness with the worldwide introduction of Tollytots®'s new line of Baby Genius® toys," stated Genius Brands Chairman and CEO, Klaus Moeller.

In addition to the new line of Baby Genius® toys from Tollytots®, Genius Brands will also be displaying and taking orders for the Company's full line of Baby Genius® DVDs, CDs and books; The Toddler Teacher® DVD series; Precious Moments DVDs and CDs; and Precious Girls Club DVDs.

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. For Company information please visit www.pacificentcorp.com.

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 2011 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. 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.

