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Genius Brands Pursues Growth Opportunities in Digital Markets

Current Traction for Baby Genius(R) Content on iTunes(R) and App Store(TM) Sets Stage for Digital Marketing of Broader Content

SAN DIEGO, March 2, 2012 (GLOBE NEWSWIRE) -- In a move to further expand distribution of its proprietary content, Genius Brands International, Inc. (OTCQB:GNUS), developer and marketer of entertainment products including the award winning [Baby Genius®](#) line of music and education-based products and characters, today announced it is pursuing multiple digital distribution channels for its Baby Genius® products, as well as its growing portfolio of other branded content.

The Company has seen an uptick in downloads of its proprietary Baby Genius® songs for young children on iTunes®. Based on increasing monthly sales of downloaded songs, Genius Brands expects an estimated 200,000 downloads through iTunes® in 2012.

Expanding its content on the Apple® platform beyond songs, Genius Brands launched two mobile apps in 2011 for the iPhone® and iPad®. *MyPal Frankie the Elephant* and *MyPal Tempo the Tiger* apps are available for free on the App Store™, while additional interactive features are available to download for a fee of \$0.99.

"As the owner of intellectual property, brands, and content, Genius Brands stands to benefit greatly in the world of digital distribution and e-commerce. With our digital video library and music library of over 500 proprietary songs, we are poised to take advantage of the digital age. Our success with sales on Apple®'s iTunes® and App Store™ compel us to introduce apps on other major platforms. In addition to apps, we are looking to develop and launch Genius branded digital books, puzzles, educational games, and more for tablets and smartphones," stated Genius Brands CEO and Chairman Klaus Moeller.

"Moreover, we plan to leverage these digital distribution networks by expanding our sales of additional third-party branded content including DVDs, CDs, and other products appealing to broader demographics," concluded Mueller.

In addition to App Store™ and iTunes®, Genius Brands currently sells its Baby Genius® branded products direct-to-consumers through digital commerce venues such as Groupon and Living Social.

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 <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 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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