

August 20, 2012



People.com Features Baby Genius(R) Be-A-Star Sing-Along Jukebox in List of "10 CDs and Music Toys to Keep Your Family Rocking"

Top Moms and Babies Blog Boasting 1.28 Million UMV Says "Baby Genius(R) Has Got Your Aspiring Artist's Future Looking Bright"

SAN DIEGO, Aug. 20, 2012 (GLOBE NEWSWIRE) -- Genius Brands International (OTCQB:GNUS) – Immediately on the heels of this week's national retail launch of the all-new line of Baby Genius® musical and early learning toys at Babies "R" Us and Amazon, top celebrity website People.com ([7.64 million unique monthly visitors](#)) featured the Baby Genius® Be-A-Star Sing-Along Jukebox in a list of "10 CDs and Music Toys to Keep Your Family Rocking," on its hugely popular "Moms and Babies" blog ([1.28 million unique monthly visitors](#)).

The announcement was made today by Genius Brands' Chairman and CEO Klaus Moeller, Chairman and CEO of 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. It follows the start of retail availability for Genius Brands' new toy line through the Company's five-year worldwide master toy license agreement with JAKKS Pacific's Tollytots® division.

Citing the Baby Genius® line of music toys included in the list the blog stated: "From their first few notes on the Superstar Guitar to their mini mix-master skills on Be a DJ Jam-boree, Baby Genius has got your aspiring artist's future looking bright. Once they're ready to kick back and listen to some of their fave toddler tunes, help them insert a (plastic!) coin in the Be-a-Star Sing-Along Jukebox and groove to a selection of over 40 fun songs. Best of all? Your singing sensation can switch over to karaoke mode, grab the mic and put on a truly showstopping performance!" The article can be viewed at <http://www.people.com/people/celebritybabies/gallery/0,,20620715.00.html#21199006>.

"We are absolutely thrilled with this immediate recognition of the quality and playability the new Baby Genius® Jukebox delivers," stated Moeller. "Baby Genius® products encourage children to communicate, learn and express themselves and we look forward to bringing the joys of music to young children everywhere."

The Baby Genius® Be-A-Star Sing-Along Jukebox is as entertaining as the original. Kids can deposit coins with easy-to use letter and number buttons to choose from 40 favorite Baby

Genius® songs or rock out in karaoke mode with a fun pretend microphone while the lights flash to the beat.

Designed for ages 3+, the Baby Genius® Be-A-Star Sing-Along Jukebox inspires creative expression, develops fine motor skills, hand-eye coordination and introduces children to rhythm and melody. The jukebox is available at \$39.99 MSRP.

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 2012 and beyond, revenue growth, future profitability 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.