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Genius Brands International's Original Series, *Thomas Edison's Secret Lab*, Licensed by the Da Vinci Network in a Multiple Market Agreement

BEVERLY HILLS CA -- (Marketwired) -- 05/04/15 -- Genius Brands International, Inc., "GBI" (OTCQB: GNUS), a global content and brand management company dedicated to providing entertaining and enriching "content with a purpose" for toddlers to tweens, has licensed its original animated series *Thomas Edison's Secret Lab* to the premiere broadcast channel Da Vinci Learning for airing in Russia, Central and Eastern Europe, Turkey and Africa. The sales agreement was announced today by GBI's Senior Vice President of Global Distribution Sales, Andy Berman, and Ferdinand Habsburg, Managing Director of Berlin-based Da Vinci Media GmbH.

"Licensing our properties globally to likeminded partners like Da Vinci Media is a key factor in executing our business model," comments Berman. "Da Vinci Media shares our commitment to offer entertaining and enriching content that stimulates children's imaginations, and GBI is excited to partner with them to bring *Thomas Edison's Secret Lab* to the millions of children and families around the globe."

"Arousing the curiosity of our viewers is our mission at Da Vinci Learning and GBI's programming is an ideal solution and perfect fit for the channel," added Da Vinci Learning's Habsburg. "By offering programming like GBI's *Thomas Edison's Secret Lab*, programming that makes astounding scientific ideas understandable, that entertains and educates, and engages young minds and imaginations, we spark family conversations and motivate our young viewers to continue asking questions, learning and uncovering the mysteries of the universe."

Thomas Edison's Secret Lab is filled with fun, comedy, exploration and adventure to show kids how fun science can be, encouraging them to explore the limits of their imaginations. The series follows Angie, a 12-year-old prodigy and her young science club who accidentally discover *Thomas Edison's Secret Lab* -- a 'tricked out' dream lab equipped with gizmos and gadgets, including two of Edison's very last inventions: a hologram that brings Mr. Edison himself "to life," and a virtual reality machine that lets them go anywhere. It even has a wacky (and slightly nervous) robot called Von Bolt, who becomes part of every adventure. In each of the episodes, Edison encourages and inspires the kids through a variety of scientific and technological explorations and lots of other fun, whacky, wild and engaging topics, School House Rock style music videos and more, showing kids just how much fun science can be.

Thomas Edison is voiced by American singer, songwriter, and Berklee College of Music

Professor Livingston Taylor. Emmy-nominated writer Steve Banks (*SpongeBob Square Pants*) wrote the pilot episode, and Jeffrey Scott, multi-Emmy award-winning writer, creator and story editor (*Dragon Tales*), and production supervisor Chris Keenan (*Pinky and the Brain*, *Animaniacs*) serve as the series' story editors. Emmy Award-winning Michael Maliani (*Madeline*, *Where on Earth is Carmen Sandiego*) serves as co-producer and director; Kevin O'Donnell (*Mask*, *Inspector Gadget*) is the series co-creator and co-executive producer; and Emmy Award-winning Mark Young (*All Dogs Go to Heaven 2*, *Tutenstein*) serves as co-producer and writer.

An academic team led by Professor Emeritus, Don Roberts, and a team of Emmy Award winning writers developed *Thomas Edison's Secret Lab*, ensuring its E/I (Educational/Informational) compliant per FCC standards. Most importantly, *Thomas Edison's Secret Lab* is a fully immersive multimedia property that encourages kids to engage themselves in the fun and exploration of science.

ABOUT DA VINCI MEDIA GMBH

Da Vinci Media GmbH is an independent media group dedicated to providing high-quality on-air and on-demand educational programming to curious minds around the world. Founded in 2007 by Ferdinand Habsburg, Da Vinci Media GmbH maintains excellence in its educational broadcast streams from its headquarters in Berlin, Germany.

Da Vinci Media GmbH's premier broadcast channel, Da Vinci Learning, has become part of the daily viewing routine in over 19 million homes all over the globe. First launched in Central Eastern Europe and CIS countries, Da Vinci Learning now broadcasts on three continents. Most importantly, Da Vinci Learning strives to make its top-quality educational programming accessible by providing most viewers with localized versions of all their favorite programs.

ABOUT GENIUS BRANDS INTERNATIONAL

Headquartered in Beverly Hills, California, Genius Brands International "GBI" (OTCQB: GNUS) is a publicly traded global brand management company that creates and licenses multimedia content for toddlers to tweens. Led by award-winning creators and producers CEO Andy Heyward and President Amy Moynihan Heyward, GBI creates "content with a purpose," meaning content that is as entertaining as it is enriching. GBI's growing library of content includes the award-winning *Baby Genius*, Warren Buffett's *Secret Millionaires Club*, *Thomas Edison's Secret Lab*, *Llama Llama*, from the NY Times bestselling children's book franchise, and *Stan Lee's Mighty 7*, the first project from *Stan Lee Comics*, a joint venture with legend Stan Lee's POW! Entertainment.

A Squared Entertainment, a wholly owned subsidiary of Genius Brands International, is a brand management and licensing company that represents third-party properties across a broad range of categories in territories around the world. The company currently represents *Psycho Bunny*, a luxury apparel line; *From Frank*, a humor greeting card and product line; and *Celessence Technologies*, the world's leading microencapsulation company.

For additional information please visit www.gnusbrands.com.

Forward Looking Statements:

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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