

November 16, 2016



## Genius Brands International Announces Uplisting to the Nasdaq Capital Market

BEVERLY HILLS, CA -- (Marketwired) -- 11/16/16 -- Genius Brands International, Inc. (OTCQB: GNUS)(OTCQB: GNUSD) a global brand management company that creates and licenses multimedia entertainment content for children, announced today that its common stock has been approved for listing on the Nasdaq Capital Market LLC. The company's common stock will begin trading under the symbol "GNUS" at the opening of trading on Monday, November 21, 2016.

"Uplisting to Nasdaq represents a tremendous accomplishment and an important corporate milestone for Genius Brands International. We believe that trading on the Nasdaq Capital Market will help generate increased visibility, better liquidity, greater access to capital, and attract a broader and more diverse range of institutional investors to prompt our growth initiatives and improve the value of our company," said Andy Heyward, CEO of Genius Brands International.

### **About Genius Brands International**

Headquartered in Beverly Hills, California, Genius Brands International, Inc. (OTCQB: GNUS)(OTCQB: GNUSD) is a publicly traded global brand management company that creates and licenses multimedia entertainment content for children. Led by award-winning creators and producers, the Company distributes its content worldwide in all formats, as well as a broad range of consumer products based on its characters. In the children's media sector, Genius Brands International's portfolio features "content with a purpose" for toddlers to tweens, which provides enrichment as well as entertainment, including tween music-driven brand **SpacePOP**; preschool property debuting on Netflix **Llama Llama**; award-winning **Baby Genius**, re-launched with new entertainment and over 40 new products; adventure comedy **Thomas Edison's Secret Lab®**, available on Netflix, public broadcast stations and Genius Brands International's **Kid Genius** channel on Comcast's Xfinity on Demand; Warren Buffett's **Secret Millionaires Club**, created with and starring iconic investor Warren Buffett. The Company is also co-producing an all-new adult animated series, **Stan Lee's Cosmic Crusaders**, with Stan Lee's Pow! Entertainment and The Hollywood Reporter. Additionally, under Genius Brands International's wholly owned subsidiary, A Squared Entertainment, the Company represents third-party properties, including *From Frank*, a humor greeting card and product line, and *Celescence Technologies*, the world's leading micro encapsulation company, across a broad range of categories in territories around the world. For additional information please visit [www.gnusbrands.com](http://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.

**MEDIA CONTACT:**

Michelle Orsi/Carol Holdsworth  
Three.Sixty Marketing & Communications  
310-418-6430

[Email contact](#)

**INVESTOR RELATIONS:**

Robert Haag  
IRTH Communications  
1-866-976-4784

[Email contact](#)

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