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Genius Brands International Signs Mattel Inc.'s Fisher-Price Toys as Worldwide Master Toy Partner for New Animated Series, Rainbow Rangers

Fisher-Price to Develop Comprehensive Toy Program Across Multiple Categories for the Preschool Property for Broad Retail Distribution Worldwide

BEVERLY HILLS, CA -- (Marketwired) -- 02/09/17 -- Genius Brands International, Inc. "Genius Brands" (NASDAQ: GNUS) has signed Fisher-Price, a subsidiary of Mattel, Inc. (NASDAQ: MAT), as global master toy partner for the Company's all-new original CGI-animated preschool series, *Rainbow Rangers*, marking the first licensing partnership as Genius Brands develops its global licensing program and content distribution strategy.

Currently in development on season one and two (104 x 11' episodes) with broadcasters to be announced shortly, *Rainbow Rangers* features an all-star team of acclaimed creators that includes Rob Minkoff, Director of Disney's *Lion King*, Shane Morris, who co-wrote Disney's *Frozen*, along with his partner Tim Mansfield and New York Times Bestselling author and Emmy-Award nominated writer Elise Allen (*Dinosaur Train*, *Lion Guard*) who is serving as head writer and co-creator. Emmy Award-winning producer of over 5,000 episodes of children's programming, Andy Heyward, serves as executive producer. Additionally, key designs are created by legendary Disney alum Ruben Aquino, who designed most of the major Disney characters from *Little Mermaid* through to *Frozen*.

Rainbow Rangers is an empowering, exciting, behind-the-curtain peek at the real lives of superheroes -- Earth's First Responders. The series seamlessly blends fantasy and action-adventure with very relatable, accessible stories about friendship and saving the environment. The Rainbow Rangers -- seven girls, each with her own wildly unique personality and powers -- live a rainbow's ride away in Kaleidoscopia. But whenever there's trouble for the people, animals, or natural wonders of the Earth, the Rangers zoom into action and ride a rainbow across the sky to save the day! While watching the Rangers take on missions as huge as saving the Amazon rainforest and as small as helping a single lonely girl, viewers learn that there are all kinds of ways to make the world a better place. And since each Ranger is so unique, the show spreads the message that when we all come together, blending all our colors of the rainbow, there's nothing we can't accomplish.

"With the tremendous and proven creative talent we have behind the production of *Rainbow Rangers*, we are committed to partnering with best-in-class licensing and retail partners who

understand our inspiration for the brand," commented Andy Heyward, Chairman & CEO, Genius Brands. "We could not have asked for a better partner than Fisher-Price, whose pedigree speaks for itself, to fulfill our vision with the development of a unique and robust toy program for worldwide retail distribution."

"*Rainbow Rangers* is an exciting content series that we believe will strike a relevant cord with its mission based adventures and message of empowerment for preschool girls," said Susie Lecker, EVP & Chief Brand Officer, Mattel's Toy Box. "Bringing *Rainbow Rangers* to life through engaging product allows us to address the opportunity in the preschool toy aisle for a girl targeted, heroic, action focused line. We're looking forward to the continued collaboration with Genius Brands and the incredible pedigree of talent behind the development of the series, to realize the full potential of a compelling toy line."

Genius Brands is currently developing a global, merchandising, licensing and retail program across all key categories for *Rainbow Rangers* to coincide with the series launch. As global master toy partner, Fisher-Price will create a broad range of preschool products in the toy category, including dolls/figures, playsets, plush, vehicles, technology and interactive toys, musical toys, role play and much more.

Stone Newman, President of Global Consumer Products, Worldwide Content Sales & Marketing, Genius Brands said, "Since debuting the series at the MIPJr market in Cannes last October, we have received a tremendous amount of interest for *Rainbow Rangers* from broadcast and licensing partners around the globe. We are thrilled to announce that Fisher-Price, the world leader in the preschool category, will lead the charge of our *Rainbow Rangers* licensing and merchandising program. Mattel and its Fisher-Price team immediately saw how toyetic this brand is and that it lends itself to an extremely broad toy program. With Mattel's creativity and ingenuity, we will no doubt present an unparalleled preschool program for the global marketplace that kids will love!"

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. (NASDAQ: GNUS) is a publicly traded global media company that creates and licenses animated multimedia 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' portfolio features "content with a purpose" for toddlers to tweens, which provides enrichment as well as entertainment, including new preschool property *Rainbow Rangers*; tween music-driven brand *SpacePOP*; preschool property to debut 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 the *Kid Genius Cartoon Channel*; *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 *Celessence 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.

About Mattel

Mattel is a creations company that inspires the wonder of childhood. Our mission is to be the recognized leader in play, learning and development worldwide. Mattel's portfolio of global consumer brands includes American Girl®, Barbie®, Fisher-Price®, Hot Wheels®, Monster High® and Thomas & Friends®, among many others. Mattel also creates a wealth of lines and products made in collaboration with leading entertainment and technology companies. With a global workforce of approximately 31,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at www.mattel.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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