

May 13, 2019



Genius Brands Network Launches on Sling TV Streaming Service

Sling TV Joins a Network Distribution Roster Reaching 80 Million U.S. Households Via Amazon, Comcast, Apple TV, Roku, Cox, Tubi, and Xumo

BEVERLY HILLS, Calif., May 13, 2019 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. "Genius Brands" (NASDAQ: GNUS), the global brand management company that creates and licenses multimedia entertainment content for children, today announced that the **Genius Brands Network**, comprised of the **Kid Genius Cartoon Channel** and **Baby Genius TV**, is launching as an à la carte on-demand offering on **Sling TV**.



Genius Brands launched the Genius Brands Network as a destination devoted to delivering "Content with a Purpose," providing kids and parents with a choice in premium entertaining, enriching and engaging programming. The network is comprised of [Kid Genius Cartoon Channel](#) and [Baby Genius TV](#) and is distributed across multiple over-the-top (OTT) platforms as both ad-supported video-on-demand (AVOD) and subscriber video-on-demand (SVOD) services. The addition of the Genius Brands Network standalone on-demand channel to Sling TV rounds out a growing distribution roster that includes Amazon Prime, Comcast's Xfinity on Demand, Roku, Apple TV, Amazon Fire, Cox, Tubi, and Xumo. The Genius Brands Network currently reaches 80 million U.S. households with continued expansion planned both in the U.S. and internationally.

"We are thrilled to team up with Sling TV to continue the growth of the Genius Brands Network, and to further our mission of delivering this wealth of educational and entertaining content to children across the U.S.," stated Deb Pierson, President of Genius Brands

Network. "With the addition of our content on Sling TV, we are happy to provide our devoted fans with another point of access to share in the adventures of their favorite characters."

About Genius Brands Network

Kid Genius Cartoon Channel is aimed at kids to tweens and presents kids with new and intriguing subjects that stimulate their senses and expand their minds. Baby Genius TV targets toddlers to preschoolers with educational lessons through toe-tapping music along with vibrant characters that ignite their imagination and encourage natural development. Combining popular children's TV library content, such as *The Adventures of Paddington Bear*, *Inspector Gadget (classic)* and *Dino Squad*, with Genius Brands originals, including the award-winning [Warren Buffett's Secret Millionaires Club](#), [Thomas Edison's Secret Lab](#) and [Baby Genius](#), Genius Brands Network is the only independent kid's portal with channel offerings that deliver age-appropriate, engaging content within a safe viewing environment.

About Genius Brands International

Headquartered in Beverly Hills, Genius Brands International, Inc. (NASDAQ:GNUS) is a leading global kids media company developing, producing, marketing and licensing branded children's entertainment properties and consumer products for media and retail distribution. The Company's "content with a purpose" brand portfolio, which is led by award-winning creators and producers, includes preschool properties *Rainbow Rangers* for Nick Jr. and *Llama Llama* for Netflix; award-winning toddler brand, *Baby Genius*; adventure comedy STEM series, *Thomas Edison's Secret Lab*; and financial literacy and entrepreneurship series, *Warren Buffett's Secret Millionaires Club*. The Company's content catalog also includes the animated series, *Stan Lee's Cosmic Crusaders*, created with Stan Lee's Pow! Entertainment. Seeing the need to provide kids and parents with a safe viewing environment that offers premium enriching and engaging programming, Genius Brands launched the Genius Brands Network – comprised of *Kid Genius Cartoon Channel* and *Baby Genius TV*, as well as an exclusive *Kid Genius Cartoons Plus* subscription channel on Amazon Prime. The Network channels are available in approximately 80 million U.S. households via a variety of distribution platforms, such as OTT, set-top box, internet, and mobile. Through licensing agreements with category leading partners, characters from the Company's properties also appear on a wide range of consumer products for retail. For additional information, please visit www.gnusbrands.com.

Forward-Looking Statements:

Certain statements in this notice 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.

Genius Brands International Media Contact:

Michelle Orsi
Three.Sixty Marketing & Communications
(310) 418-6430
michelle@360-comm.com

Investor Relations Contact:

Michael Porter
PLR Investor Relations
212.564.7000
mike@plrinvest.com

A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/e8dcf953-736e-4dbf-ab97-aed48e77f6ff>



Source: Genius Brands International, Inc.