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Baby Genius(R) Products to be Featured Premiums in Huggies(R) Enjoy the Ride Rewards Program

Millions of Moms Enrolled in the National Rewards Program Can Soon Redeem Rewards Points for Baby Genius(R) Toys, DVDs, CDs and Sippy Cups

SAN DIEGO, Oct. 23, 2012 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. (OTCQB:GNUS), developer and marketer of music, entertainment and education-based products and characters, today announced Baby Genius®-branded toys, DVDs, CDs and sippy cups will be among the premiums offered to millions of moms enrolled in the *Huggies® Enjoy the Ride Rewards* program. *Huggies® Enjoy the Ride Rewards* is an activation and engagement program rewarding moms with points for product purchases and participating with the brand.

"We are thrilled to be working on a national rewards program, which brings together the enduring Huggies® brand and our flagship Baby Genius® brand to build awareness among the millions and millions of moms seeking quality products for their children. Genius Brands and Kimberly-Clark are like-minded companies that provide wonderful products for children and their parents and we are proud to be participating in Kimberly-Clark's highly effective rewards program," said Genius Brands International CCO Larry Balaban.

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 or 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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