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Genius Brands Appoints Consumer Products Partners for Stan Lee's Mighty 7 Franchise, Set to Debut in 2014

Factory Entertainment Secures Worldwide Toy License; Walmart and Sam's Club to Exclusively Launch "Stan Lee's Mighty 7: Beginnings" DVD, Distributed by Cinedigm, in April 2014

BEVERLY HILLS, CA -- (Marketwired) -- 02/10/14 -- Genius Brands International, Inc. ("GBI") (OTCQB: GNUS), the global brand management company dedicated to providing entertaining and enriching 'content with a purpose' for toddlers to tweens, has announced a roster of new licensing partners to create merchandise based on **Stan Lee's Mighty 7 (SLAM 7)**, the animated film trilogy created together with Stan Lee's POW! Entertainment and Archie Comics. The announcement was made today by Genius Brands International's Chairman and CEO Andy Heyward.

Factory Entertainment, leaders in the production and distribution of products that enhance fans' experience with their favorite iconic brands, has secured a worldwide toy license for the franchise.

Black Lantern, a highly regarded video game developer, has acquired the worldwide video game rights. **Zak Designs** has acquired the right to produce and distribute mealtime and on-the-go products for the U.S. and Canada, with a plan to introduce products in Fall 2014.

Additional licensees for the comic-book based property include **Fame Jeans**, for board shorts, flip flops and headwear in the U.S. and all apparel for Canada; **Greensource** for apparel in the United States; **Adtn International Ltd.** for board shorts and sleepwear in the U.S.; and **JCorp** for all apparel in Canada. These manufacturers are all targeting product launch for spring 2014.

Further, **Cinedigm**, the brand's exclusive home entertainment partner in the U.S., will release the first movie installment, **"Stan Lee's Mighty 7: Beginnings,"** initially exclusively at Walmart and Sam's Club in April 2014. The DVD includes an array of exclusive material featuring Stan Lee.

"Stan Lee has proven his ability to create timeless superheroes time and time again," said Heyward. "His characters and storylines are legendary and with an all-star cast bringing **Stan Lee's Mighty 7** to life, the global marketplace is excited to be aligned with anything Stan touches."

The **SLAM 7** trilogy encompasses three 90-minute films, digital comic books and an animated television series set to debut in 2015. The Hub Network holds the world premiere rights for all three movies, starting with the first film installment, *Beginnings*, which has multiple airings in February 2014. International distribution of the trilogy and the series outside of the U.S. is being handled by PGS Entertainment, which recently secured its first broadcast license deal with ABC Television Australia.

The all-star cast includes Armie Hammer (*The Lone Ranger*, *J. Edgar*, *Social Network*) as Strong Arm, the superhero with super strength; Christian Slater (*Breaking In*, *True Romance*) as Lazer Lord, the superhero who hurls balls of laser energy; Mayim Bialik (*The Big Bang Theory*) as Lady Lightning who possesses super speed; Teri Hatcher (*Desperate Housewives*) as Silver Skylark, the superhero who flies; Flea (*Red Hot Chili Peppers*, *The Big Lebowski*) as Roller Man, who rolls into a big ball and launches at high speed; Darren Criss (*Glee*) as Micro, who shrinks in size; and Sean Austin (*The Lord of the Rings*) as Kid Kinergy who's superpower is telekinesis and even the legend himself appears as a central character in the films. Additional voices include Jim Belushi as Mr. Cross, the leader of a covert operations military division assigned to investigate UFO sightings; and Michael Ironside as Xanar, the leader of the warring aliens from the planet Taegon who enslave other planets and raid their natural resources.

For more information on **Stan Lee's Mighty 7**, visit www.slam7.com.

About Genius Brands International

Headquartered in Los Angeles, California, Genius Brands International is a publicly traded multimedia content and brand management company with the merged assets of A Squared Entertainment LLC and Genius Brands International, Inc.

Led by industry veterans, Andy Heyward and Amy Moynihan Heyward, Genius Brands International includes award-winning *Baby Genius*, Warren Buffett's *Secret Millionaires Club*, Gisele Bundchen's *Gisele & the Green Team*, Martha Stewart's *Martha & Friends*, *Thomas Edison's Secret Lab* and *Stan Lee Comics*, featuring its first movie, *Stan Lee's Mighty 7*. The Company provides "content with a purpose" for kids of all ages, meaning interactive content that is as entertaining as it is enriching.

About POW! Entertainment Inc.

POW! Entertainment Inc. (OTCQB: POWN) is a multi-media entertainment company founded by noted comic book writer Stan Lee together with award-winning producer Gill Champion and the late intellectual property specialist Arthur Lieberman. POW!'s principals have extensive backgrounds in the creation and production of original intellectual properties, including some of the most successful entertainment franchises of all time. POW! Is utilizing Stan Lee's historical background by perpetuating his legacy while creating and developing all new live-action films, television, digital games, merchandising, licensing and related ancillary markets, all of which contribute to global expansion. POW! Partners with third parties and strategic alliances, including studios and networks, in the production and distribution of new POW! Character franchises. For more information, visit <http://www.powentertainment.com>.

About Archie Comic Publishing Inc.

The Archie Comics line of comic books is one of the most successful, longest running brands in the history of the comic industry. Archie Comics have sold 1.5 billion comics and are published in a dozen different foreign languages and distributed all over the world. Archie

Comics has spawned characters whose popularity has spilled over into other media and who have become part of popular culture. SABRINA THE TEENAGE WITCH and JOSIE AND THE PUSSYCATS are just some of the many legendary franchises that are part of the Archie Comics Library. For more information, visit <http://www.archiecomics.com/>

About the Hub Network

The Hub Network is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA) (NASDAQ: DISCB) (NASDAQ: DISCK) and Hasbro Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub Network's lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at www.hubworld.com. The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in nearly 72 million U.S. households. The Hub Network logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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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