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Genius Brands International Continues to Expand Infrastructure, Appointing Jason Brumbaugh to Spearhead Digital Initiatives

Former Disney Interactive Media Group Producer Named Vice President of Digital

BEVERLY HILLS, CA -- (Marketwired) -- 01/29/15 -- Genius Brands International, Inc. (OTCQB: GNUS), a global brand management company dedicated to providing entertaining and enriching 'content with a purpose' for toddlers to tweens, continues its steady growth with the recent appointment of industry veteran, Jason Brumbaugh, to the newly created position of Vice President of Digital. The announcement was made today by Amy Moynihan Heyward, President of GBI, to whom he reports.

With over 15 years of experience in the digital space, Brumbaugh, who previously served as a Producer at Disney Interactive Media Group, will be responsible for leading all of GBI's various digital initiatives, including creating and maintaining web communities; developing and implementing online marketing strategies to build awareness and traffic; creating robust social media engagement and the creation of promotional content to bolster global awareness of the company's brands, such as *Baby Genius*®, *Warren Buffett's Secret Millionaires Club*, *Thomas Edison's Secret Lab*, *Stan Lee's Mighty 7 (SLAM 7)*, *Psycho Bunny* and *From Frank*.

"As GBI's portfolio of brands continues to grow, and we start to introduce these new original properties into the commercial marketplace, the digital presence of these brands is a critical element of our business," said Moynihan Heyward. "Jason is not only an accomplished digital executive with extensive experience in the kids' space, but is also a knowledgeable strategic thinker who will lead our digital efforts with purpose, to build meaningful digital footprints for our brands."

"Amy and Andy have a unique vision and a legacy of creating and delivering world-class brands to the market, and I am extremely excited by the opportunity and challenge to lead the building of GBI's global digital presence," states Brumbaugh.

At Disney Interactive Media Group, Brumbaugh spearheaded the production of top-performing online content and promotions for DisneyChannel.com, including original and refreshed show sites, casual games, downloadable content, metagame-driven stunt sites, UGC campaigns, and sweepstakes. He oversaw high-profile projects featuring top Disney Channel series, crossover stunts, and original movies, including *Hannah Montana*, *Wizards of Waverly Place*, *Sonny With a Chance*, *JONAS*, *Suite Life on Deck*, and *Shake It Up*.

Brumbaugh also served as Senior Producer at the Hub Network. In this capacity, he was responsible for planning, developing, and launching promotional content on HubNetwork.com while managing the day-to-day operations of the networks digital products. Brumbaugh led the production of top-performing online and mobile content and campaigns, supporting key network programming and marketing initiatives. He produced record-breaking campaigns and games, including the *My Little Pony Royal Wedding*, Hub Network's #1 microsite of 2012 with 4 million page views and 1 million unique visits over a four week run; and *My Little Pony Racing is Magic*, which won the 2014 Cablefax Award for Best Content and Online Game.

Brumbaugh previously held Producer positions at children's media companies DIC Entertainment and Knowledge Kids Network, and produced promotional websites for top brands at Tribal DDB.

Brumbaugh received a Bachelor of Arts degree at University of California, Irvine and is a member of the Producers Guild of America-New Media.

About Genius Brands International:

Headquartered in Beverly Hills, California, Genius Brands International "GBI" (OTCQB: GNUS) is a publicly traded global brand management company that creates multimedia content for toddlers to tweens. Led by award-winning creators and producers CEO Andy Heyward and President Amy Moynihan Heyward, GBI creates "content with a purpose," meaning content that is as entertaining as it is enriching. GBI's growing library of content includes the award-winning *Baby Genius*, Warren Buffett's *Secret Millionaires Club*, *Thomas Edison's Secret Lab* and *Stan Lee's Mighty 7*, the first project from *Stan Lee Comics*, a joint venture with legendary Stan Lee's POW! Entertainment.

A Squared Entertainment, a wholly owned subsidiary of Genius Brands International, is a brand management and licensing company that represents 3rd party properties across a broad range of categories in territories around the world. The company currently represents *Psycho Bunny*, a luxury apparel line; *From Frank*, a humor greeting card and product line; *Elecktro Kids* and *MIP* both from Wowee Toys; *Celessence Technologies*, the world's leading microencapsulation company; and *Archie Comics*, celebrating its 75th Anniversary as one of the most successful and beloved comic book brands of all time.

For more information, please visit www.gnusbrands.com.

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