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Genius Brands International Launches Second Children's Content Destination on Xfinity on Demand Platform With Baby Genius®

Ad-Supported Offering Available on Xfinity TV and On the Go via Xfinity Stream Now Includes Top Animated Series for Preschoolers, Music and More



Genius Brands International (NASDAQ: GNUS), the global content and brand management company dedicated to providing entertaining and enriching 'content with a purpose' for toddlers to tweens, is expanding the Baby Genius® programming available to Xfinity TV customers by adding its most popular animated series to a new Baby Genius destination on Comcast's Xfinity on Demand, reaching millions of homes across the U.S.

New Baby Genius Destination to Complement Genius Brands International's Kid Genius Cartoon Channel on Xfinity on Demand

BEVERLY HILLS, Calif., Dec. 18, 2017 (GLOBE NEWSWIRE) -- Genius Brands International "Genius Brands" (NASDAQ:GNUS), the global content and brand management company dedicated to providing entertaining and enriching 'content with a purpose' for toddlers to tweens, is expanding the **Baby Genius®** programming available to Xfinity TV customers by adding its most popular animated series to a new *Baby Genius* destination on Comcast's Xfinity on Demand, reaching millions of homes across the U.S.

The new destination, which complements the Genius Brands *Kid Genius Cartoon Channel* also available on Xfinity on Demand, will include the most popular and beloved animated series such as *The Adventures of Paddington Bear*, *Rainbow Valley Fire Department*, *Baby Prodigy*, *Igloo-Gloo*, *Pirates Adventures in Art*, *So! Smart and Todd World*. Initially, approximately 10 new series will be added to Xfinity on Demand, which Xfinity TV customers can access in the home and on the go via the Xfinity Stream app and portal. Xfinity X1 customers can quickly call up the new destination and its robust line-up of engaging preschool programming by saying “Baby Genius” into their X1 voice remote.

“We are so excited to expand the *Baby Genius*® content available on Xfinity TV so toddlers can have even more programming options when it comes to screen time that cater to their unique developmental needs and growth,” said Genius Brands’ President of *Kid Genius Cartoon Channel* and SVP, Global Content Distribution and Marketing Deb Pierson. “For more than ten years, *Baby Genius*® has earned worldwide recognition for creating award-winning products and programming for toddlers that their parents can also be confident in. We look forward to continuing to offer *Baby Genius*® and the *Kid Genius Cartoon Channel* on Xfinity On Demand, free of charge, and to providing ‘content with a purpose’ for preschoolers and young kids alike.”

Toddlers and their parents can also continue to enjoy the award-winning *Baby Genius*® music video franchise within the new destination on Xfinity TV. Genius Brands’ *Kid Genius Cartoon Channel* delivers entertaining and informative content for kids six to 11-years old and is also available on the go via the Xfinity Stream App web and portal.

About *Baby Genius*

Expanding the timeless appeal of its 500 songs, 125 music videos, and music-based toys features classic nursery rhymes, *Baby Genius* relaunched in 2015 with fresh new designs, new entertainment, and dozens of new toddler products. In addition, a whole new library of music has been produced by music industry veterans Ron and Stefanie Fair, who have written and produced for numerous multi-award-winning artists, including the Black-Eyed Peas, Mary J. Blige, Fergie, Christina Aguilera, Lady Gaga and others.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. (NASDAQ:GNUS) is a leading global media company developing, producing, marketing and licensing branded children’s entertainment properties and consumer products for media distribution and retail channels. Led by award-winning creators and producers, Genius Brands 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, its portfolio of “content with a purpose” includes new preschool properties *Rainbow Rangers* for Nick Jr. and *Llama Llama* for Netflix; tween music-driven YouTube brand *SpacePOP*; award-winning toddler brand *Baby Genius*; adventure comedy series *Thomas Edison’s Secret Lab*, and 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. Genius Brands’ *Kid Genius Cartoon Channel* is currently available in approximately 60 million households. For additional information please visit www.gnusbrands.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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