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Genius Brands International Partners With FatRedCouch to Create Apps for Animated Children's Series *Thomas Edison's Secret Lab*

BEVERLY HILLS, CA -- (Marketwired) -- 02/02/15 -- Genius Brands International, Inc. "GBI" (OTCQB: GNUS), a global brand management company dedicated to providing entertaining and enriching 'content with a purpose' for toddlers to tweens, announces a partnership with FatRedCouch, Inc. on the production of apps for GBI's new animated children's series, ***Thomas Edison's Secret Lab***.

GBI and FatRedCouch will introduce a master app for *Thomas Edison's Secret Lab* to coincide with the premiere of the new animated series on U.S. public television stations later this year. The master app will feature a self-contained play environment offering multiple activities and games utilizing animation footage from the series. The app will be available on iOS and Android platforms initially through channel partners, including Apple, Google, Amazon, and Barnes & Noble (for Nook).

"Kids today expect a dynamic, interactive way to 'play' their favorite shows on a variety of devices," said GBI's President of Global Consumer Products Stone Newman. "The *Thomas Edison's Secret Lab* master app will take viewers deeper into the Secret Lab, showing kids how fun science can be by immersing them in a digital world where they can interact with the characters and be a part of this secret world themselves. FatRedCouch is the perfect partner to help us extend this experience into other formats."

"We're thrilled to have been selected by Genius Brands International as their partner on developing apps for this innovative, imaginative and educational new series," added FatRedCouch Founder and CEO Nicole Lundeen. "We are full STEAM ahead with publishing educational and entertaining interactive content that encourages self-learning, and creativity, with good humor. *Thomas Edison's Secret Lab* is a perfect addition to our library of content as we share the vision of the GBI team in delivering 'content with a purpose.' We have several exciting experiences planned to enhance the elements comprised in *Thomas Edison's Secret Lab* and look forward to developing additional new apps integrating our Digital + Durable strategy in supporting the extension of this enterprising new brand."

Thomas Edison's Secret Lab follows Angie, a 12-year-old prodigy, and her young science club who accidentally discover a 'tricked out' dream lab equipped with gizmos and gadgets, including two of Edison's very last inventions: a hologram that brings Mr. Edison himself "to life," and a virtual reality machine that lets them go anywhere. There is even a wacky (and

slightly nervous) robot called Von Bolt that Edison left behind, who becomes part of every adventure.

Produced in association with Georgia Public Broadcasting and distributed to U.S. public television stations by American Public Television (APT), each of the 26 half-hour episodes which comprise the *Thomas Edison's Secret Lab* series features comedy, adventure and hijinks, as well as demonstrates that innovation can foster creativity, imagination, a can-do spirit and positive entrepreneurship.

Thomas Edison's Secret Lab is a fully immersive multi-media property, including an interactive website, digital applications, toys, games, electronics, in-school curriculum and more in development.

Thomas Edison is voiced by American singer, songwriter and Berklee College of Music Professor Livingston Taylor. Emmy-nominated writer Steve Banks (*SpongeBob Square Pants*) wrote the pilot episode; Grant Moran (*Word Girl*, *New Adventures of the Magic School Bus*) and Betsy McGowan (Senior VP Kids' WB!, co-creator *Camp Lakebottom*) are co-story editors; Emmy Award-winning Michael Maliani (*Madeline*, *Where on Earth is Carmen Sandiego*) serves as co-producer and director; Kevin O'Donnell is the series co-creator; and Emmy Award-winning Mark Young (*All Dogs Go to Heaven 2*, *Tutenstein*) serves as co-producer. An academic team led by Professor Emeritus Don Roberts of Stanford and Dorothy Singer of Yale have overseen the development of the series as well as the episodic content to ensure it meets E/I (educational and informational) standards.

About FatRedCouch

FatRedCouch blends brands and technologies to create innovative entertainment, publishing, and educational experiences using digital platforms and physical goods -- Digital + Durable. In 2014, the company launched several new products with a blend of classic brands like Puff, the Magic Dragon and new brands FRC has created with partners such as Charlie the Chocolate Chihuahua and The Magic Toy Maker. For 2015, FatRedCouch is slated to launch multiple cross-platform new titles expanding content categories and audience reach through: core curriculum, personalization, health & lifestyle, and while extending its Digital + Durable with interactive/connected merchandise, toys and wearables. In addition, the company is launching GenUwin Health, Inc., and its new brand of UWin products, empowering children to make their own healthy choices for a better life. To see the complete library of FRC products, please visit FatRedCouch.com.

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 and licenses 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; *Elektro 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.

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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