

July 13, 2015



Genius Brands International Engages Liolios Group to Lead New Strategic Investor Relations Program

BEVERLY HILLS, CA -- (Marketwired) -- 07/13/15 -- Genius Brands International, Inc. (OTCQB: GNUS) (GBI), a global brand and content management company providing entertaining and enriching 'content and products with a purpose' for toddlers to tweens, has engaged Liolios Group to lead a new strategic investor relations and financial communications program.

"Genius Brands is amidst a major transition from a small producer of children's content to a global IP company with a robust portfolio of premier entertainment content and consumer products for toddlers to tweens," said GBI chairman and CEO, Andy Heyward. "A typical animated property takes three years to develop, produce and bring to market. We have several important brands coming to market this fall, as well as a robust development pipeline, that will create strong shareholder value for years to come."

These include:

- New [Baby Genius](#) product line launching at retail.
- [Warren Buffett's Secret Millionaires Club](#) products launching at retail.
- [Kid Genius](#) channel premiering on Comcast's Xfinity On Demand platform, featuring Warren Buffett's Secret Millionaires Club, Thomas Edison's Secret Lab and other GBI original programming, as well as licensed content such as Emmy Award-winning series, *Where on Earth is Carmen Sandiego* and *Dennis the Menace*.
- [Thomas Edison's Secret Lab](#) premiering on public television stations, the new Kid Genius VOD channel, and more than 50 international broadcast outlets.

"Given this pivotal point in our development, we believe our shareholders will benefit from an experienced team of financial communication professionals to help us navigate the capital markets and generate greater awareness of Genius Brands in the investment community," continued Heyward. "Liolios Group helps emerging growth companies like ours to enhance shareholder value by delivering the right message to the right audience, and establishing high-quality, long-term relationships with influential members of the financial community."

Over the course of the next several weeks, Liolios Group will work closely with GBI management to develop and execute a comprehensive capital markets strategy. Activities will include messaging and corporate positioning, strategic advisory and introductions to analysts, investors and other key influencers across the financial community. Liolios Group will also schedule a number of road shows and financial conferences for management over the next several months.

For additional information about Genius Brands International, contact Liolios Group at (949) 574-3860 or email GNUS@liolios.com.

About Liolios Group

Liolios Group, Inc. is a highly selective and comprehensive investor relations firm specializing in small-cap companies. The firm aims to deliver superior performance in corporate messaging and positioning, investor awareness, analyst and financial press coverage, and capital attraction. Founded in 1999, Liolios Group executives have extensive experience in finance and investments, and represent clients in a wide range of industries, including technology, digital media, consumer/internet retail, healthcare/life sciences, natural resources and business services. For more information about Liolios Group, visit www.liolios.com.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. (OTCQB: GNUS) is a publicly traded global brand management company that creates and licenses multimedia content for toddlers to tweens, as well as develops comprehensive consumer products programs based on these original intellectual properties. Led by award-winning creators and producers, CEO Andy Heyward and President Amy Moynihan Heyward, GBI creates "content and products with a purpose" that are both entertaining and enriching for kids. GBI's growing library of content includes the award-winning Baby Genius, Warren Buffett's Secret Millionaires Club, Thomas Edison's Secret Lab, and Llama Llama (from the NY Times bestselling children's book franchise). It also includes Stan Lee's Mighty 7 as the first project produced from Stan Lee Comics, a joint venture with Stan Lee's POW! Entertainment. For additional information, visit www.gnusbrands.com.

A Squared Entertainment, a wholly owned subsidiary of Genius Brands International, is a brand management and licensing company that represents third-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; and Celessence Technologies, the world's leading microencapsulation company.

Important Cautions Regarding 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 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.

Image Available:

http://www.marketwire.com/library/MwGo/2015/7/10/11G047280/Images/Secret_Millionaires_C

[1289996483874.jpg](#)

Company Contact:

Genius Brands International, Inc.

Michael Handelman

CFO

Tel 310-273-4222

Investor Relations:

Liolios Group, Inc.

Chris Tyson

Tel 949-574-3860

[Email contact](#)

Source: Genius Brands International, Inc.