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Genius Brands International Builds National Awareness for Its YouTube-Driven, Tween Girl's Brand, SpacePOP, With All-New Promotional Partnerships

Six Flags, Dippin' Dots, Camplified on Board to Engage SpacePOP Audience Nationwide; SpacePOP Achieves 2.3 Million Views on YouTube Since June 20th Content Launch

BEVERLY HILLS, CA -- (Marketwired) -- 07/11/16 -- Following the successful June 20th launch of SpacePOP with YouTube achieving 2.3 million views to date, 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, continues to broaden the awareness of the music-driven tween brand through major promotional partnerships with ***Six Flags, Dippin' Dots*** and ***Camplified***.

"The appeal of SpacePOP has fueled these strategic promotional partnerships, providing a tremendous opportunity to expose our brand on a national scale," said Stone Newman, President of Global Consumer Products & Marketing, GBI. "With Six Flags, Dippin' Dots and Camplified joining the SpacePOP team, we are able to offer our audience unique opportunities to engage with the brand, and we look forward to working with our partners to build SpacePOP into THE coolest craze for tween girls."

The national partnership with Six Flags features SpacePOP programming across the award-winning Six Flags Media Networks reaching family guests this summer at participating theme parks locations. The original content includes music videos that will entertain guests while waiting in ride lines as well as music on the Six Flags radio network played throughout the parks.

"With this partnership, we are excited to be part of the SpacePOP brand launch and offer our guests this new entertaining content while they enjoy their visit to our parks this summer," said Pete Dimitrakopoulos, director of corporate alliances for Six Flags. "The program demonstrates how our media networks can be tailored for a specific demographic and we look forward to the music and videos entertaining guests and driving fan engagement for this new brand."

GBI has partnered with Dippin' Dots, the ice cream retailer with over 100 locations nationwide, for the creation of a themed 4th quarter promotion for SpacePOP. The promotion will include a sweepstakes with a grand prize, ecommerce gifts and SpacePOP branded

merchandise giveaways at all locations. Additionally during the course of the promotion, five of the bestselling Dippin' Dots flavors will be named after the princesses in SpacePOP. The SpacePOP promotion will be supported by marketing campaigns, including paid digital media and social media support.

"Dippin' Dots is thrilled to partner with Genius Brands on the introduction of SpacePOP and believes the association is an ideal fit for both brands," said Dana Knudsen, Director of Marketing for Dippin Dots. "Our respective marketing teams have generated a number of exciting components that will make this a truly distinct and exceptional national year-end promotion."

Camplified is creating an interactive, multifaceted SpacePOP experience, geared to tween girls, at 50 camp locations across the U.S.

"For the past 15 years, Camplified has had the opportunity to utilize our promotional partnerships with a variety of brands to generate massive outreach to tween and teen girls," said Aimee Berger Founder/President, Camplified. "When Stone and the Genius Brands team introduced us to their new brand SpacePOP, we knew it would be the perfect fit for our campers, and we are so excited to incorporate the interactive SpacePOP experience on all Camplified tour dates this summer."

GBI has forged new paths in the children's media space by utilizing YouTube as its distribution path for SpacePOP, which launched exclusively on the [YouTube SpacePOP Channel](#).

SpacePOP is comprised of over 100 serialized adventures featuring original music woven into a narrative that follows five teenage princesses who disguise themselves as musicians and form a band while they secretly plot to vanquish an evil Empress who is seeking to enslave the galaxy. *SpacePOP* offers a colorful blend of music, fashion, beauty, friendship and intergalactic adventures resulting in an engaging lifestyle brand.

Following the premiere of the first six videos on YouTube, two new *SpacePOP* videos are being released each week on YouTube, as well as across other digital platforms, including **Toon Goggles**, **PopJam**, **BatteryPOP** and the **Kid Genius** channel on Comcast's Xfinity on Demand platform. Music will also be available on **iTunes** and **Spotify**.

SpacePOP has a best-in-class development and production team on board, including Emmy Award-nominated **Steve Banks** (head writer and story editor of *Sponge Bob Square Pants*) as content writer; **Han Lee** (*Pink Fizz*, *Bobby Jack*) for original character designs; multiple Grammy Award-winning producer and music veteran **Ron Fair** (*Fergie*, *Mary J. Blige*, *Black Eyed Peas*, *Pussycat Dolls*, *Christina Aguilera* and more) and singer songwriter spouse **Stefanie Fair** (founding member of RCA's girl group *Wild Orchid* with Fergie) for the original *SpacePOP* theme music; and veteran music producer and composer **John Loeffler** (*Kidz Bop*, *Pokemon*) for original songs.

Gearing up for a fall 2016 retail launch, GBI currently has a roster of licensing partners on board, including **Taste Beauty** (beauty and bath products), **Bare Tree Media** (emoticons), **Canal Toys** (craft and activity kits), **Yowie Group, Ltd.** (confections), **Jaya Apparel** (apparel), **H.E.R. Accessories** (accessories), **Sony Pictures Home Entertainment** (home entertainment), and **Imprint** (publishing), part of **Macmillan Children's Publishing Group**,

who are launching the book series.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. "GBI" (OTCQB: GNUS) is a publicly traded global brand management company that creates and licenses multimedia content. Led by award-winning creators and producers, the company 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, GBI's portfolio features "content with a purpose" for toddlers to tweens, which provides enrichment as well as entertainment, including tween music-driven brand **SpacePOP**; preschool property debuting on Netflix **Llama Llama**; award-winning **Baby Genius**, re-launched with new entertainment and over 40 new products; adventure comedy **Thomas Edison's Secret Lab**®, available on Netflix, public broadcast stations and GBI's *Kid Genius* channel on Comcast's Xfinity on Demand; 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, **Cosmic Crusaders**, with Stan Lee's Pow! Entertainment and The Hollywood Reporter. Additionally under GBI's wholly owned subsidiary, A Squared Entertainment, the company represents third-party properties, including *From Frank*, a humor greeting card and product line, and *Celescence Technologies*, the world's leading micro encapsulation company, across a broad range of categories in territories around the world. For additional information please visit www.gnusbrands.com.

About Dippin' Dots

Dippin' Dots has produced and distributed its flash frozen tiny beads of ice cream, yogurt, sherbet and flavored ice products since microbiologist Curt Jones invented the cryogenic process in 1988. Made at the company's production facility in Paducah, Ky., Dippin' Dots distributes its unique frozen products in all 50 states and 11 countries through its franchised and direct distribution network. For more information, including franchise opportunities, please visit www.dippindots.com.

About Six Flags Entertainment Corporation

Six Flags Entertainment Corporation is the world's largest regional theme park company with \$1.3 billion in revenue and 18 parks across the United States, Mexico and Canada. For 55 years, Six Flags has entertained millions of families with world-class coasters, themed rides, thrilling water parks and unique attractions. For more information, visit www.sixflags.com.

About Camplified

Embraced by *Billboard* as "Lollapalooza for the Justin Bieber-loving crowd" and declared "a highly anticipated event" by the *New York Times*, Camplified will bring over 12 talented and emerging artists to campers between the ages of 6 and 17, many of whom will be experiencing their first-ever rock concert -- in style. Camplified creates a daylong interactive fantasy experience that adds a heightened dimension to the traditions that have made summer camp a rite of passage for generations.

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.

Image Available:

http://www.marketwire.com/library/MwGo/2016/7/8/11G105868/Images/SpacePOP-Six_Flags-e76f922135a399db80f5ecbecb99b9db.jpeg

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http://www.marketwire.com/library/MwGo/2016/7/8/11G105868/Images/SpacePOP_3-8ef919cde2e4b4a1916a0a9c3183724d.jpeg

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