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Genius Brands International Continues to Expand the From Frank Brand With a Collection of Gifts From Enesco

BEVERLY HILLS, CA -- (Marketwired) -- 07/07/15 -- Genius Brands International, Inc. "GBI" (OTCQB: GNUS), and Enesco, a leader in the gift industry and licensing partner for From Frank, will present a new collection of over 40 new products featuring the witty humor of Frank, a French bull dog whose mission is to make humans smile. Frank, along with his canine and feline friends, team up to create "paw-crafted" and amusing gift products that connect with people in a way that only a dog can.

"We are thrilled with the collection that Enesco has developed with high quality products that completely capture the essence of our *From Frank* brand, and we look forward to making them available to Frank's fans this holiday season," said *From Frank* brand owner and founder Kate Smith.

"Making humans smile fits perfectly in Enesco's portfolio," said Kathi Lentzsch, President of Enesco Gift. "Our customers are smart and will love the unexpected wit that comes with *From Frank*."

"Enesco has done a tremendous job of conveying the fun and humor of the *From Frank* brand in a new, wide-ranging line of relatable gift products," stated GBI's President of Global Consumer Products, Stone Newman. "We look forward to collaborating with retail partners to make *From Frank* the must-have gift for humans of all ages this holiday season."

Enesco's *From Frank* collection includes mugs, coasters, notebooks, desk plaques, tote bags, clocks, wall art, pet bowls, pet canisters, pencil cases, and more. The products will be showcased to retailers at the Summer Market gift shows and will be available in store for Holiday 2015.

From Frank began as a line of witty greeting cards just a few years ago and has grown to become a humor character brand with a tremendous range of new products to be introduced in 2015, including previously announced book and wall calendar (Chronicle Books); journals, desk notes and note cards (Quarto Publishing); lottery tickets (GTECH); sticky notes (Galison/Mudpuppy); digital stickers (Bare Tree Media); a 2015 Wall Calendar and 1000-piece jigsaw puzzles (Calendar Club); and pins, stickers, air fresheners, and magnets (Hot Properties). GBI is also currently in discussions with partners to develop pet products, party supplies, apparel, accessories, plush, novelty and more.

About From Frank

The idea for *From Frank*, the brainchild of Kate Smith and her French bulldog, Frank the

Tank, was born in 2008 when Smith combined images capturing Frank's humorous, human-like personality with the quirky, yet happy, comments she imagined Frank saying. Frank's main goal in life is to make humans smile. And since he's not allowed to venture more than a block from his house, his cards and other gift products help him do that. Frank knows how to live life - he appreciates the little things and quickly forgets the bad ones.

About Enesco, LLC

Enesco, LLC, is a global leader in the gift, plush toy and home décor industries, serving more than 40,000 customers worldwide. Enesco gift products include some of the world's most recognizable and emerging brands including Jim Shore, Disney, Gund, Department 56, BRITTO, and Our Name Is Mud. Enesco distributes its products to a wide variety of specialty card and gift retailers, home décor boutiques, department stores, large national chains and direct mail retailers. For more information, or to order products, visit www.enesco.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*, *Llama Llama*, from the NY Times bestselling children's book franchise, and *Stan Lee's Mighty 7*, the first project from *Stan Lee Comics*, a joint venture with legend 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 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.

For additional information please visit www.gnusbrands.com.

Image Available:

<http://www.marketwire.com/library/MwGo/2015/7/6/11G046771/Images/mw19pilg4f513i614h0134834808813.jpg>

MEDIA CONTACT:

Three.Sixty Marketing + Communications

Michelle Orsi / Carol Holdsworth

310-418-6430; [Email contact](#)

805-252-1848; [Email contact](#)

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