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## Genius Brands International Licenses the Broadcast Rights of Stan Lee's **Mighty 7 (SLAM7)** to Cartoon Network Latin America

**All-Star Comedy Adventure to Air Throughout 42 Territories Across Latin America and the Caribbean, Significantly Expanding the Global Reach of the Movie**

BEVERLY HILLS, CA -- (Marketwired) -- 09/08/15 -- 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, has secured a multiple territory broadcast licensing agreement for **Stan Lee's Mighty 7 (SLAM7)**, the animated super hero movie featuring an all-star cast that includes Stan Lee himself, with pan regional **Cartoon Network Latin America**. The agreement, concluded by GBI's Latin American sales agent Zasha Robles, was announced today by Genius Brands International's Senior Vice President of Global Sales Andrew Berman.

Created with Lee, **Stan Lee's Mighty 7** is produced by Stan Lee Comics, a joint venture among Genius Brands International, Stan Lee's POW! Entertainment and Archie Comics. The animated movie, the first installment of a trilogy, stars Stan Lee and features an all-star cast with Sean Astin (*The Lord of the Rings* trilogy), Jim Belushi (*The Defenders*), Mayim Bialik (*The Big Bang Theory*), Darren Criss (*Glee*), Flea (of the rock band Red Hot Chili Peppers), Armie Hammer (*The Lone Ranger*), Teri Hatcher (*Desperate Housewives*), Michael Ironside (*Transformers Prime Beast Hunters: Predacons Rising*) and Christian Slater (*Breaking In*).

In **Stan Lee's Mighty 7**, Lee stars as an animated version of himself, a legendary superhero creator, who teaches a crew of alien prisoners and their jailers, who have crash-landed on Earth, how to work together and use their powers to be superheroes. Each alien superhero has his or her unique powers and strengths, which aid in the group's ability to combat enemies.

"I am so excited to be able to expand this project throughout Latin America and the Caribbean," said Stan Lee. "For this film, I was able to create a unique group of superheroes that I'm thrilled to be able to share throughout 42 new territories. Thanks to our partnership, we can now provide an innovative and action packed story to all in an entirely new region!"

"Zasha's deal with Cartoon Network Latin America rounds out the global reach of **Stan Lee's Mighty 7**, with GBI having already secured distribution throughout Europe, Asia, the Middle East, Australia, Canada and the United States earlier this year," said Berman. "Stan Lee

fans span every corner of the globe, as well as every demographic, and this engaging film delivers the full-throttle action and uncompromising adventure they've come to expect. Kids love that they're learning what it takes to be a super hero from the master himself, and parents appreciate the positive role models, confirming SLAM7 as a truly fun and engaging family movie."

To date, the **Stan Lee's Mighty 7** brand has been licensed to **Factory Entertainment** (worldwide toy licensee) and **Black Lantern** (worldwide video game licensee), as well as to a multitude of U.S. apparel and consumer product partners.

#### **About Cartoon Network Latin America**

Cartoon Network Latin America, a Turner Broadcasting System, Inc. 24-hour pay TV network, features the best characters in cartoon and live-action settings, including series, movies and video games, through multiple platforms including TV, internet, live events, licensed products, and mobile media. The channel is home to the largest cartoon library including award-winning original programming such as *Ben 10*, *Ben 10: Alien Force*, *Ben 10: Ultimate Alien*, *Ben 10: Omniverse*, *The Powerpuff Girls*, *Adventure Time with Finn & Jake* and *The Amazing World of Gumball*. The network has also developed several hours of original local content in Latin America, premiering titles such as the comedy live-action show *La CQ*, a co-production with Televisa International, and the animated series *Monica's Gang*, produced in Brazil with Mauricio de Sousa Produções. Cartoon Network launched on April 30, 1993 and is broadcast in over 58 million households in Spanish, Portuguese and English. For more information, visit [www.cartoonnetworkla.com](http://www.cartoonnetworkla.com).

#### **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 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*, NY Times bestselling children's book franchise *Llama Llama*, 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 GBI, 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](http://www.gnusbrands.com)

#### **About POW! Entertainment**

POW! Entertainment, Inc. (OTCQB: POWN), a multi-media entertainment company, was founded by noted comic book writer Stan Lee, together with award-winning producer Gill Champion and the late intellectual property specialist Arthur Lieberman. POW!'s principals have extensive backgrounds in the creation and production of original intellectual properties, including some of the most successful entertainment franchises of all time. POW! is utilizing Stan Lee's historical background by perpetuating his legacy while creating and developing all

new live-action films, television, digital games, merchandising, licensing and related ancillary markets, all of which contribute to global expansion. POW! partners with third parties and strategic alliances, including studios and networks, in the production and distribution of new POW! character franchises.

**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/2015/9/4/11G053091/Images/StanLeeMighty7\\_Post829720638268.jpg](http://www.marketwire.com/library/MwGo/2015/9/4/11G053091/Images/StanLeeMighty7_Post829720638268.jpg)

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