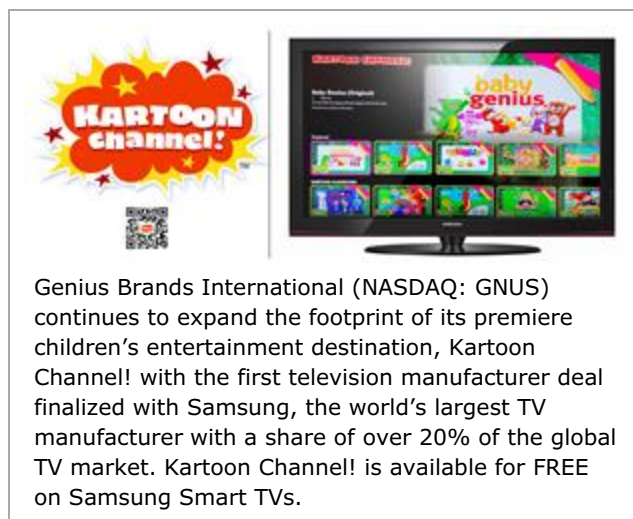


September 25, 2020



Genius Brands International and Samsung Strike Deal for Cartoon Channel! to be Carried Across Samsung Smart TVs, Effective Immediately

BEVERLY HILLS, Calif., Sept. 25, 2020 (GLOBE NEWSWIRE) -- **Genius Brands International** "Genius Brands" (NASDAQ: GNUS) continues to expand the footprint of its premiere children's entertainment destination, **Kartoon Channel!**, which launched in June 2020, with the first television manufacturer deal finalized with **Samsung**, the world's largest TV manufacturer with a share of over 20% of the global TV market. Cartoon Channel! is available for FREE on Samsung Smart TVs.



Additionally, Cartoon Channel! is now also available on a new Android and the Android TV app, and a new version is available to stream on Roku as well. Cartoon Channel! is currently available across a broad spectrum of OTT, AVOD and mobile channels, including Apple TV and iOS, Amazon Fire TV, Google Play, Comcast, Cox, DISH, Sling TV, Xumo, and streaming on the web via www.kartoonchannel.com.

"We are very proud of what our team has accomplished in just three months since launching Cartoon Channel! with distribution across a broad spectrum of platforms with new partners being added frequently and new content coming to the channel on a weekly basis," commented **Jon Ollwerther, General Manager of Cartoon Channel! & EVP of Global**

Business Development at Genius Brands. “Today, Kartoon Channel! and Kartoon Classroom! are available, for free, to virtually every home in America, with the same great user experience and user interface. We are continuing to build unique avenues to provide a value-driven experience to our audience of toddlers to tweens and their parents and we are on track to achieve what we set out to do—create a premiere entertainment and educational destination in a safe environment to meet the needs of parents and kids.”

About Kartoon Channel! + Kartoon Classroom!

Available in over 100M U.S. television households and over 200M mobile devices, The Kartoon Channel!, which is also now available on iOS, offers access to a wide variety of Genius Brands original and acquired family-friendly content, with more added daily, including *Babar*, *Angry Birds*, *Stan Lee’s Mighty7*, *Thomas Edison’s Secret Lab*, *Baby Einstein*, *Baby Genius*, *Llama Llama* shorts, *Warren Buffett’s Secret Millionaires Club*, and more. Additionally, Genius Brands has added more family-friendly gaming content, including *Minecraft’s Journey to the End* and *Fairy Horse Quest*, *Octodad*, *PixArk*, and *Big B Roblox Challenge* from Tankee. Genius Brands will also premiere on Kartoon Channel! the upcoming comedy-adventure series, *Stan Lee’s Superhero Kindergarten*, currently in pre-production and starring Arnold Schwarzenegger, on Kartoon Channel! in Q1 2021.

Kartoon Channel! content has been curated through a program code developed in consultation with Stanford University Professor Emeritus Don Roberts, one of the world’s leading researchers of children’s media, to ensure the delivery of positive and purposeful content that parents can always know will provide safe viewing for their children. The Kartoon Channel! Content Code, under the leadership of Professor Roberts, ensures among other things, there will be no imitable violence, no negative stereotypes, no inappropriate language, no degradation of the environment, and no excess commercialization.

Kartoon Classroom! is an innovative extension of Kartoon Channel! that features relevant and impactful STEAM-based content (science, technology, engineering arts and math), including programming from Genius Brands’ ‘content with a purpose’ library such as *Baby Genius* (Early Development), *Thomas Edison’s Secret Lab* (STEM), and *Warren Buffett’s Secret Millionaires Club* (Financial Literacy). Additionally, Kartoon Classroom! will showcase content from third party creators worldwide, such as *Baby Einstein* (Early Development), *Little Smart Planet* (Early Learning), *I’m A Dinosaur* (Paleontology), *Super Geek Heroes* (Early Learning), *Counting with Earl* (Math), *Giligilis* (Musical Learning), and *Out of this Word* (English Language). Genius Brands will also develop new original content for the platform and announces the first Kartoon Classroom! original series in development, *KC! Pop Quiz*.

To stream Kartoon Channel! and Kartoon Classroom! for free, download our app or visit: www.kartoonchannel.com

About Genius Brands International

Genius Brands International, Inc. (Nasdaq: GNUS) is a leading global kids media company developing, producing, marketing and licensing branded children’s entertainment properties and consumer products for media and retail distribution. The Company’s award-winning ‘content with a purpose’ portfolio includes the upcoming *Stan Lee’s Superhero Kindergarten*, starring Arnold Schwarzenegger and in partnership with Alibaba; *Rainbow Rangers* for Nick Jr.; *Llama Llama*, starring Jennifer Garner, for Netflix; award-winning toddler brand *Baby Genius*; adventure comedy STEM series *Thomas Edison’s Secret Lab*; and entrepreneurship

series *Warren Buffett's Secret Millionaires Club*. Through licensing agreements with leading partners, characters from Genius Brands' IP also appear on a wide range of consumer products for the worldwide retail marketplace. The Company's new Kartoon Channel! is available in over 100 million U.S. television households via a broad range of distribution platforms, including Comcast, Cox, DISH, Amazon Prime, Sling TV, Apple TV, Roku, Amazon Fire and more. For additional 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, our ability to generate revenue or achieve profitability; our ability to obtain additional financing on acceptable terms, if at all; our ability to repay our outstanding debt; the potential issuance of a significant number of shares to our convertible note holders which will dilute our equity holders; fluctuations in the results of our operations from period to period; general economic and financial conditions; our ability to anticipate changes in popular culture, media and movies, fashion and technology; competitive pressure from other distributors of content and within the retail market; our reliance on and relationships with third-party production and animation studios; our ability to market and advertise our products; our reliance on third-parties to promote our products; our ability to keep pace with technological advances; our ability to protect our intellectual property and those other risk factors set forth in the "Risk Factors" section of the Company's most recent Annual Report on Form 10-K and in the Company's subsequent filings with the Securities and Exchange Commission (the "SEC"). 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.

MEDIA CONTACT:

pr@gnusbrands.com

INVESTOR RELATIONS CONTACT:

ir@gnusbrands.com

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/e872be24-836f-4657-a824-e1cf4d62fbee>



Source: Genius Brands International, Inc.