

January 28, 2014



Genius Brands International Introduces Popular Latin American Brand Pascualina to Tween Girls Around the World

Company Signs Agreement With TF1 Enterprises to Represent Licensing and Merchandising for the Pascualina Brand in France

BEVERLY HILLS, CA -- (Marketwired) -- 01/28/14 -- 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 acquired the exclusive worldwide rights to the popular tween girls' brand called *Pascualina*®. GBI has also finalized a deal with TF1 Enterprises' entity TF1 Licenses to represent the licensing and merchandising rights for the brand in France.

"*Pascualina* is one of the most-popular fictional characters among Latin American girls. Each year, millions of her popular "Agendas" are sold throughout Latin America," said Amy Moynihan Heyward, President of Genius Brands International. "Originally drawn to her beauty and style, we quickly became engaged by her positive spirit and fashionable flair. We're excited to introduce *Pascualina* to tween girls around the world, recreating the popular "agenda" and much more."

"At TF1 Licenses, when we first saw the *Pascualina* diary, we were immediately attracted by its unique concept. The book is rich with great graphics, colors, textures and patterns, and more than 200 different pages created for the past 20 years in Chile; together with stories, adventures, and emotion driven by the inspirations sentences spread all around the book. *Pascualina* is resolutely different from what we have ever seen, not only great graphic design for young girls, and a large style guide to work with, but with a real added value in terms of content," said Daphne De Beaufort, Head of Kids Acquisitions at TF1.

Pascualina was created to help tween girls develop an honest and healthy approach to relationships, friendships, family and everyday life events. She is charismatic, stylish with a positive sense of self and is the kind of positive influence parents would want for their tween girls. *Pascualina* provides a safe and fashionable world for girls to explore and express themselves.

Part diary, part graphic novel and part scrapbook, the *Pascualina* agenda is filled with beautiful designs, colors, textures and patterns. Readers follow *Pascualina*'s worldly adventures, record their own innermost thoughts and are inspired by her fashion-forward flair. Wonderful, inspirational sayings fill every page, dealing with the range of emotions every tween encounters like friendship, love, self-esteem, family, tolerance and more.

Pascualina's world extends beyond the pages of the agenda to other products, social media, and more, and GBI is planning to rollout a comprehensive consumer products program inspired by *Pascualina's* world, including, publishing, self-expression, apparel, accessories, toys and crafts and much more.

To learn more about *Pascualina* in the U.S., visit her newly launched pages, www.pascualina.com, www.facebook.com/pascualina.official, www.pinterest.com/lovepascualina/ and Instagram!

About Genius Brands International:

Headquartered in Los Angeles, California, Genius Brands International (OTCQB: GNUS) is a publicly traded multimedia content and brand management company with the merged assets of A Squared Entertainment LLC and Genius Brands International, Inc.

Led by industry veterans, Andy Heyward and Amy Moynihan Heyward, Genius Brands International includes award-winning *Baby Genius*, Warren Buffett's *Secret Millionaires Club*, Gisele Bundchen's *Gisele & the Green Team*, Martha Stewart's *Martha & Friends*, *Thomas Edison's Secret Lab* and *Stan Lee Comics*, featuring its first movie, *Stan Lee's Mighty 7*. The Company provides "content with a purpose" for kids of all ages, meaning interactive content that is as entertaining as it is enriching.

For more information please visit babygenius.com and a2entertain.com.

About TF1 Licenses:

TF1 Licenses, an entity of TF1 Enterprises, has been a key player in the license market for over 20 years. Dedicated to developing and enhancing brand value, it markets 40 powerful brands in the world of entertainment, including Ushuaïa, All Blacks, Barbapapa, Hello Kitty, Haribo, The Voice and more.

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.

MEDIA CONTACT:

Three.Sixty Marketing + Communications
Michelle Orsi
310-418-6430
[Email Contact](#)

Carol Holdsworth
805-252-1848
[Email Contact](#)

INVESTOR CONTACT:

Jason Assad
C&H Capital Inc.
678-570-6791
[Email Contact](#)

Source: Genius Brands International