

September 11, 2012



Baby Genius(R) Sing-Along School Bus Featured Among Best Educational Toys 2012 on ABC World News Now With Toy Insider Mom

Toy Insider Mom Laurie Schacht Says "These are Great Toys That Teach"

SAN DIEGO, Sept. 11, 2012 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. (OTCQB:GNUS), developer and marketer of entertainment products including the award-winning [Baby Genius®](#) line of music and education-based products and characters, today announced its Baby Genius® Sing-Along School Bus was featured in a news segment on *ABC World News Now*, a daily ABC Network television program broadcast throughout the U.S. and available on the Internet at <http://abcnews.go.com/>.

Laurie Schacht, aka Toy Insider Mom, demonstrated the Sing-Along School Bus along with other new educational toys in the national news segment broadcast September 5, 2012, which *ABC World News Now* dubbed "Best Educational Toys 2012." The ABC news host introduced the segment stating, "Keeping the fun in a child's playtime while making sure they still learn can be tough, almost impossible, but the two are not mutually exclusive." Schacht said, "There are great toys that teach." The full segment can be seen at <http://abcnews.go.com/WNN/video/best-educational-toys-2012-17157715>. The Baby Genius Sing-Along School Bus is available at Babies "R" Us.

"We are so pleased that the Baby Genius toy line, which has been designed to educate, entertain, and delight young children, is being well received by moms and kids alike. A positive and enthusiastic approach towards learning and education starts at very early age and if preschoolers can get even more excited about starting school while playing with the Sing-along School Bus, then Genius Brands is delivering on our intention to provide toys that educate," stated Genius Brands Chairman and CEO, Klaus Moeller.

The Baby Genius® Sing-Along School Bus is one of 20 new musical and early learning toys from master toy licensee JAKKS Pacific's Tollytots® division, which debuted at national retailers in August 2012. Another toy in the new line, the Baby Genius® Be-A-Star Sing-Along Jukebox, was recently featured in a list of "10 CDs and Music Toys to Keep Your Family Rocking," on www.People.com in its hugely popular "Moms and Babies" blog.

Genius Brands

Genius Brands International, Inc. is the developer and marketer of entertainment products including the award winning Baby Genius® line of music and education-based products and characters. The Company is developing and marketing a growing line of Genius branded products that entertain and educate the whole family. Baby Genius® awards include: Mom's Choice Award, The National Parenting Center Seal of Approval, *The Toy Insider* Best Toddler Toys, Dr. Toy 100 Best Children's Products, NAPPA Honors Award, iParenting Excellent Product Award, Creative Child Preferred Choice Award, Latino DVD Awards, iParenting Media Award, Film Advisory Board Award of Excellence, Kids First! Quality Children's Media Endorsement, *Parents Magazine* 2002 "Video of the Year," and Best "Under 3" QSR Program 2004/2005 from *Restaurant Magazine*. Baby Genius® products are available at most major retailers and have international exposure in over 40 countries. For brand information please visit www.babygenius.com. For Company information please visit <https://ir.stockpr.com/babygenius/overview>.

The Genius Brands International, Inc. logo is available at <https://www.globenewswire.com/newsroom/prs/?pkgid=11441>

Forward-looking statements

This release contains forward-looking statements made by or on behalf of Genius Brands International Inc. All statements that address operating performance that the Company expects will occur in the future, including statements relating to operating results for fiscal 2012 and beyond, revenue growth, future profitability statements expressing general optimism about future operating results, are forward-looking statements. These forward-looking statements are based on management's current views and we cannot assure that anticipated results will be achieved. These statements are subject to numerous risks and uncertainties, including, among other things, uncertainties relating to the Company's success in judging consumer preferences, financing the Company's operations, entering into strategic partnerships, engaging management, seasonal and period-to-period fluctuations in sales, failure to increase market share or sales, inability to service outstanding debt obligations, dependence on a limited number of customers, increased production costs or delays in production of new products, intense competition within the industry, inability to protect intellectual property in the international market for our products, changes in market condition and other risks and uncertainties indicated from time to time in our filings with the U.S. Securities and Exchange Commission (SEC) available via the SEC's website at www.sec.gov. Readers are cautioned not to place undue reliance on forward-looking statements and are encouraged to consider the risk factors that could affect actual results. The Company disclaims any intent to update forward-looking statements.

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Source: Genius Brands International, Inc.