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Baby Genius(R) Creator Larry Balaban Delivers His Spirited Brand of Advice for Playtime Fun to a National TV Audience on The Daily Buzz

Four Daily Segments Featuring Fun and Helpful Advice for Parents Wrap Up With Special Baby Genius® DVD and CD Offer

Nationally Syndicated Morning News Program Airs in Over 175 U.S. TV Markets

SAN DIEGO, Oct. 15, 2012 (GLOBE NEWSWIRE) -- Larry Balaban, creator of the [Baby Genius®](#) brand and Chief Creative Officer of Genius Brands International, Inc. (OTCQB:GNUS), will deliver his spirited brand of advice on playtime fun and ways to get kids to eat a healthy breakfast on *The Daily Buzz* October 15-18, 2012. *The Daily Buzz* is a nationally syndicated morning news program airing in over 175 TV markets across the U.S. and available on the Internet at <http://dailybuzznation.com/>.

Beginning today through Thursday, October 18th, *The Daily Buzz* will broadcast three daily segments featuring Larry and his effervescent personality in three special segments created to give parents helpful advice including tips for great playdates, sing-along fun and getting children to eat a healthy breakfast. The fourth segment, scheduled for Thursday, October 18th, will include a *Daily Buzz* offer for a specially packaged set of award-winning Baby Genius® DVDs and CDs.

"I love *The Daily Buzz*! It's a fun and lighthearted morning program hosted by a great group of anchors who create a comfortable atmosphere for at-home viewers. It's the perfect place to share my experiences and advice about enjoying our children even more. I am thrilled to be appearing on the show for a few days and pleased to be bringing a special Baby Genius® offer to *The Daily Buzz's* loyal audience," said Balaban.

Baby Genius' new line of musical and early learning toys, distributed by JAKKS Pacific's Tollytots®, is now available at Babies 'R' Us, www.toysrus.com, and www.amazon.com.

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>

About The Daily Buzz

The Daily Buzz is a syndicated morning news program that airs in over 175 TV markets across the United States. Every morning four very energetic hosts deliver fresh news, weather and the latest social media and entertainment trends. The Daily Buzz also operates the popular lifestyle websites, HeadDrama.com and GalTime.com with Brook and Tara. The Daily Buzz broadcasts live every weekday morning from 6-9am EST (local times may vary). Visit <http://dailybuzznation.com/> for more information.

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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