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# Genius Brands International Seeking to Expand Catalog of Branded Products

## Growing Genius Distribution Network (GDN) Built on Flagship Baby Genius(R) Brand Opens Up New Revenue Streams

SAN DIEGO, April 10, 2012 (GLOBE NEWSWIRE) -- On the heels of recent successes with the distribution of both proprietary and acquired content through its Genius Distribution Network (GDN), Genius Brands International, Inc. (OTCQB:GNUS) today announced it is pursuing distribution opportunities from third-party content owners to fill its growing pipeline to retailers in multiple traditional and digital distribution channels.

Genius Brands' GDN is a vast distribution network established on the distribution of the Company's flagship Baby Genius® brand of products as well as its growing portfolio of other branded content. GDN consists of major retailers, traditional national distributors and global digital distributors.

In addition to the Company's successful track record with distributing the Baby Genius® brand, GDN has also established a strong foothold in traditional third-party distribution with sales of a number of DVD and game titles in 2010 and 2011.

Genius Brands is also making inroads in the direct-to-consumer arena. In 2011 the Company launched a successful Groupon promotion for selling its Baby Genius® DVDs and CDs. The ongoing promotion, which continues into 2012, generated approximately 30 million impressions and served to establish a new online distribution channel for the Company. In addition to Groupon, Genius Brands currently sells its products through promotions on Living Social and several other popular one-day sale websites.

To spearhead further growth in the direct-to-consumer arena, Genius Brands appointed Denise Kovac as Marketing Director in February 2012. A recognized leader in the direct response industry, Kovac launched the first direct response marketing campaign for Baby Genius® DVDs and CDs. The campaign coincided with the launch of a new Baby Genius® website created to facilitate quick fulfillment of orders generated by the TV spots for a broad collection of Baby Genius® DVDs, CDs, books and toys.

In the digital arena, Genius Brands has released its first two apps for iOS and will soon be announcing the Company's expansion into additional digital platforms.

"GDN is the latest extension of a distribution network which our management team has been known for since the 1990s. We are excited to be building upon the Genius Distribution Network and invite other brands to tap into our expertise and success on the retail front,"

said CEO Klaus Moeller.

### *About 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](http://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 2011 and beyond, revenue growth, future profitability or 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](http://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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