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Genius Brands International to Exhibit at Licensing Expo 2012

SAN DIEGO, May 22, 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 the Company will be exhibiting at booth # 5180 at the Licensing Expo 2012 in Las Vegas on June 12 through 14. The continued growth in its Baby Genius brand and brand marketing is driving further interest from potential licensing partners.

Genius Brands currently has several licensing agreements in place including a licensing deal with JAKKS Pacific's Tollytots® division for a line of toys to launch in the fall of 2012. The Company currently generates licensing revenues from agreements with Meadowbrook press for books distributed by Simon & Schuster, Capital Cups for sippy cups, and Left/Right Studios for apps and digital books.

"We are significantly increasing brand impressions for Baby Genius on several fronts including through our 12 month long kids meal promotion with Wendy's, as well as our growing digital presence through Groupon and iTunes. We have interest from potential new licensing partners and anticipate making new connections at the Licensing Expo. Licensing revenues are high in margin and are a key part of our top line growth strategy as we capitalize on our name brand assets," said Genius Brands CEO Klaus Moeller.

About Licensing Expo 2012

For over 30 years, Licensing Expo has brought together retailers, manufacturers, brand owners and marketers looking to find new properties and brands, see the latest trends in the industry, and to initiate licensing deals. Hosting attendees from over 90 countries, Licensing Expo 2012 promises to be the largest gathering of licensing professionals anywhere, at any time.

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. 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 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. 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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