

June 4, 2014



Genius Brands International Forms Global Distribution Division

Multimedia Content and Brand Management Company Appoints Distribution Veteran Andrew Berman as Senior Vice President, Global Sales

Beverly Hills, CA (June 4, 2014) –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, continues to expand with the formation of a new global distribution division, and the appointment of longtime distribution executive Andrew Berman to oversee it. The announcement was made today by Genius Brands International’s Chairman and CEO Andy Heyward, to whom Berman will report.

In the newly formed position of Senior Vice President, Global Sales, Berman will be responsible for overseeing worldwide distribution of GBI’s children’s content catalog, including *Warren Buffett’s Secret Millionaires Club*, *Baby Genius*, *Stan Lee’s Mighty 7*, *Thomas Edison’s Secret Lab* and more, across all media platforms. Berman will be based in GBI’s Beverly Hills headquarters.

“Andrew has 30 years of experience in worldwide sales, marketing and distribution of content across multiple platforms,” comments Heyward. “Andrew’s strategic guidance and long standing relationships with partners across the globe will propel our distribution business as we continue to build Genius Brands International’s content library.”

“I have known and respected Andy for many years and this new position is a great opportunity to work with him directly,” comments Berman. “The new Genius Brands International is poised for rapid growth, with strong global demand for enriching programming content, and I’m delighted that I will be spearheading efforts to build the company into a children’s media powerhouse.”

Prior to joining GBI, Berman formed and spearheaded the worldwide sales efforts for FremantleMedia Kids & Family Entertainment, where he served as V.P. of Distribution and successfully launched the pre-school series *Tree Fu Tom*, and the action series’ *Monsuno* and Mattel’s *Max Steel*, in the global market.

Prior, Berman ran the North American operations and led the worldwide sales efforts for TMS Entertainment, a distinguished Japanese animation production and distribution company and a subsidiary of Sega Enterprises.

Berman has also served as the Executive VP of Sales for NYSE publicly traded IDT

Entertainment, which was acquired by John Malone's Liberty Media in 2006. In that capacity, he was responsible for forming and managing the worldwide sales division, overseeing the worldwide sales and distribution for all IDT intellectual property, as well as acquired third party programming, including the Showtime series *Masters of Horror* and the children's series, *Wow! Wow! Wubbzy!*

Berman's sales, marketing, and worldwide distribution expertise has also been instrumental to other entertainment leaders including Harvey Entertainment, New World Pictures and MGM.

Berman is a graduate of California State University at Northridge with a Bachelor of Arts degree in Radio Television and Film.

About Genius Brands International:

Headquartered in Los Angeles, California, Genius Brands International (OTCQB: GNUS) is a publicly traded multimedia content and brand management company.

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.

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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.

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