

November 16, 2018



## Genius Brands International Hosts Business Update Call on Monday, November 19 at 10am ET

Call to Discuss Exciting News Relating to Rainbow Rangers Ratings Performance and its Impact on Genius Brands Future Revenues and Earnings



Genius Brands International's (Nasdaq: GNUS) new preschool series premiered on November 5th on Nickelodeon's Nick Jr.

BEVERLY HILLS, Calif., Nov. 16, 2018 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. "Genius Brands" ([GNUS](#)), a leading media company that creates, produces and licenses children's multimedia entertainment content and products for global broadcast, digital and retail distribution, announced today that its Chairman & CEO Andy Heyward will host a business update conference call to discuss on Monday, November 19, 2018 at 10 a.m. ET/7 a.m. PT the Company's exciting news relating to its recent launch of its new preschool series, *Rainbow Rangers*.

### Conference Call Information:

**When: Monday, November 19, 2018 at 10 a.m. ET/7 a.m. PT.**

**Dial-in: U.S.: 877-407-8291 and International: 201-689-8345**

Please join the conference call at least 15 minutes early to register. A digital replay will be available by telephone approximately two hours after the completion of the call until February 15, 2019 and may be accessed by dialing 877-660-6853 from the U.S. or 201-612-7415 for international callers and using the Conference ID# 13685298.

## About Rainbow Rangers

Featuring engaging storylines rooted in themes of empowerment, diversity, friendship and sustainability, *Rainbow Rangers* follows the thrilling rescue-based adventures of seven 9-year-old girls who are Earth's first responders, protecting people, animals, resources, and the natural beauty of our world. The *Rainbow Rangers*, who live in the magical land of Kaleidoscopia at the other side of the rainbow, have their own distinctive personalities and superpowers. Whenever there's trouble for the people or animals of Earth, our seven heroines zoom into action and ride their Spectra Scooters across the rainbow to save the day. Viewers will join them on exciting adventures, but also see them at home having the same daily dramas and hilarities as every preschooler watching the show. And at its heart, *Rainbow Rangers* is about empowering and encouraging girls to take action and make a difference in their own homes and neighborhoods to improve and safeguard the planet.

Beginning back-to-school 2019 (July/August), Genius Brands will launch the U.S. retail program for *Rainbow Rangers* with over 300 branded products debuting at retail across all categories of kid's consumer products. Master toy partner Mattel will premiere a range of toys, including collectible dolls, traditional fashion dolls, role play items, and a playset. Other product categories from Genius Brands' roster of blue-chip partners include apparel, publishing, sleepwear, bedding and bath, footwear, bags and backpacks, Halloween costumes and accessories, youth consumer electronics, health and beauty aids, cosmetics, bicycles and ride-ons, and a *Rainbow Rangers* live touring show.

*Rainbow Rangers* boasts a unique and highly-accomplished team of creators from the animated motion picture world, including Rob Minkoff (Disney's *The Lion King* director), Shane Morris (Disney's *Frozen* co-writer), Tim Mansfield and New York Times Bestselling author and Emmy-nominated writer Elise Allen (*Dinosaur Train*, *Lion Guard*, *Barbie specials*), who is serving as head writer and co-creator. Genius Brands' Chairman and CEO and multiple Emmy Award-winning producer of more than 5,000 episodes of children's programming, Andy Heyward, serves as executive producer, with legendary Disney alum Ruben Aquino creating key designs. Aquino is responsible for the design and animation of many of Disney's most iconic characters from award-winning films including *The Lion King*, *Beauty and the Beast*, *The Little Mermaid*, *Mulan* and *Frozen*.

## About Genius Brands International

Headquartered in Beverly Hills, Genius Brands International, Inc. ([GNUS](#)) is a leading global kids media company developing, producing, marketing and licensing branded children's entertainment properties and consumer products for media and retail distribution. The Company's "content with a purpose" brand portfolio, which is led by award-winning creators and producers, includes preschool properties *Rainbow Rangers* for Nick Jr. and *Llama Llama* for Netflix; award-winning toddler brand, *Baby Genius*; adventure comedy STEM series, *Thomas Edison's Secret Lab*; and financial literacy and entrepreneurship series, *Warren Buffett's Secret Millionaires Club*. The Company's content catalog also includes the animated series, *Stan Lee's Cosmic Crusaders*, created with Stan Lee's Pow! Entertainment. Seeing the need to provide kids and parents with a safe viewing environment that offers premium enriching and engaging programming, Genius Brands launched the Genius Brands Network – comprised of Kid Genius Cartoon Channel and Baby Genius TV, as well as an exclusive Kid Genius Cartoons Plus subscription channel on Amazon Prime.

The Network channels are available in approximately 80 million U.S. households via a variety of distribution platforms, such as OTT, set-top box, internet and mobile. Through licensing agreements with category leading partners, characters from the Company's properties also appear on a wide range of consumer products for retail. For additional information please visit [www.gnusbrands.com](http://www.gnusbrands.com).

### **Forward-Looking Statements:**

*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 Annual Report on Form 10-K for the fiscal year ended December 31, 2015, under the heading "Risk Factors," and other 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.*

### **GENIUS BRANDS INVESTOR RELATIONS:**

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/26f454ed-f202-4a28-9180-701d9ef18813>



Source: Genius Brands International, Inc.