

February 22, 2016



Genius Brands International to Host Business Update Conference Call on Tuesday, February 23rd

Call Scheduled for 1:00 PM EST / 4:00 PM PST

BEVERLY HILLS, CA -- (Marketwired) -- 02/22/16 -- Genius Brands International, Inc. ("GBI") (OTCQB: GNUS), a global brand management company dedicated to providing "content with a purpose" for toddlers through tweens,, will host a conference call on Tuesday, February 23, 2016 at 1:00 pm EST/4:00 pm PST.

The purpose of the call is to discuss the news announced today regarding the finalization a multi-year agreement in which SPHE will provide marketing and distribution of GBI's Kid Genius and Baby Genius labels, throughout North America. In addition, the deal allows SPHE and GBI to co-develop, distribute, and globally merchandise future animated or live action properties derived from their respective programming libraries.

- Those who wish to participate in the conference call may telephone **877-407-8291** from the **U.S.** International callers may telephone 201-689-8345, approximately 15 minutes before the call. A webcast will also be available at www.GNUSbrands.com.
- A digital replay will be available by telephone approximately two hours after the completion of the call until March 31, 2016 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# 13631128.

About Genius Brands International: Headquartered in Beverly Hills, California, Genius Brands International, Inc. "GBI" (OTCQB: GNUS) is a publicly traded global brand management company that creates and licenses multimedia content for toddlers to tweens. Led by award-winning creators and producers, GBI creates "content and products with a purpose," providing enrichment as well as entertainment. The Company distributes its content worldwide in all formats, as well as a broad range of consumer products based on its characters. GBI's portfolio includes award-winning Baby Genius, recently re-launched with new entertainment and over 40 new products; adventure comedy Thomas Edison's Secret Lab®, available on Netflix, public broadcast stations and GBI's Kid Genius channel on Comcast's Xfinity on Demand reaching 21 million households; animated movie Stan Lee's Mighty 7, the first project from Stan Lee Comics, a joint venture with Stan Lee's POW! Entertainment and featuring an all-star voice cast led by legendary Stan Lee; and Warren Buffett's Secret Millionaires Club, created with and starring iconic investor Warren Buffett. The company also produces the animated cartoon starring Warren Buffett, which opens the annual Berkshire Hathaway shareholders meeting. Additionally, GBI is producing

a new animated preschool series based on *Llama Llama*, the NY Times bestselling children's book franchise; and a tween adventure series *Space Pop*, featuring original music from renowned industry veteran Ron Fair and his singer-songwriter wife Stefanie Fair.

GBI's wholly owned subsidiary A Squared Entertainment is a brand management and licensing company that represents third-party properties across a broad range of categories in territories around the world. The company currently represents *Psycho Bunny*, a luxury apparel line, *From Frank*, a humor greeting card and product line, and *Celessence Technologies*, the world's leading microencapsulation company.

For additional information please visit www.gnusbrands.com.

Image Available:

[http://www.marketwire.com/library/MwGo/2016/2/22/11G083890/Images/Secret_Millionaires_\(bcda6a00f6d284e5a147310d6edac583.jpg](http://www.marketwire.com/library/MwGo/2016/2/22/11G083890/Images/Secret_Millionaires_(bcda6a00f6d284e5a147310d6edac583.jpg)

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Source: Genius Brands International, Inc.