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Genius Brands International Sells Over Half Million Genius Products on Groupon

500,000 Baby Genius and 50,000 Little Genius Products Sold so Far

SAN DIEGO, July 25, 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 it has sold approximately 500,000 Baby Genius® DVDs and CDs and over 50,000 Little Genius® CDs through its campaigns on Groupon (Nasdaq:GRPN) to date.

Baby Genius® DVDs and CDs were first offered through Groupon in 2011. Genius Brands recently announced it has expanded its product offering through Groupon to include Little Genius®, which is an extension of its flagship Baby Genius® line and caters to children up to 8 years of age. The agreement with Groupon was expanded based upon strong sales results of its Baby Genius® DVDs and CDs in the past year. In 2011 alone, Genius Brands' promotions on Groupon generated approximately 30 million brand impressions.

"Groupon's direct to consumer digital distribution platform has been a huge success for us. Groupon reaches a highly targeted audience and offers what customers want. Parents and grandparents know our brand well and are responding to offers that make it very easy for them to purchase Genius products online," stated Genius Brands Chairman and CEO Klaus Moeller. "We look forward to continuing and expanding our sales and marketing efforts with Groupon."

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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