

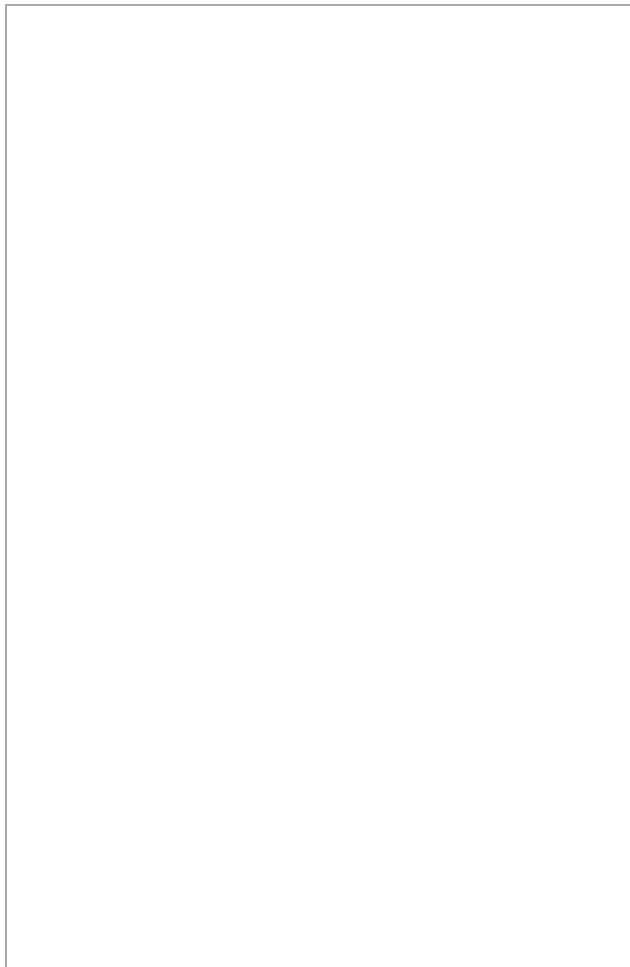
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Genius Brands International Expands Licensing, Merchandising and Retail Program for Preschool Brand Rainbow Rangers With Key Partnerships

Program to Follow Fall 2018 Series World Premiere on Nickelodeon's Nick Jr.

BEVERLY HILLS, Calif., Feb. 06, 2018 (GLOBE NEWSWIRE) -- Genius Brands International, Inc. "Genius Brands" (NASDAQ:GNUS) continues to build the global consumer products' program for its new preschool brand, *Rainbow Rangers*, bolstering its roster of key licensing partners with new deals.





Genius Brands International, Inc. (NASDAQ: GNUS) continues to bolster its roster of licensing partners for its new preschool brand, Rainbow Rangers, leading up to the fall premiere of the animated series on the #1 rated kids' network, Nickelodeon's Nick Jr. Global master toy partner Mattel, Inc. and global master publisher Macmillan Children's Publishing Group's Imprint are joined by new partners, including Global Brand Group's American Marketing Enterprises (sleepwear), GBG Socks dba Planet Sox (socks and legwear), Dynacraft (bikes, trikes, scooters and wagons), Kiddieland (foot-to-floor ride-on toys), Kittrich/inkology (floor décor, stationary and school supplies) and Kid Galaxy (bubble toys). Additional licensees for the brand include Bentex (master apparel), Handcraft MFG (packaged underwear), Jay Franco Mfg. (bedding and bath), Global Design Concepts (bags, backpacks), H.E.R. Accessories (hair and jewelry accessories), and T.A.S.T.E. Beauty (health and beauty products).

Joining *Rainbow Rangers'* master global toy licensee **Mattel, Inc.** and global master publisher Macmillan Children's Publishing Group's **Imprint** are **Global Brand Group's American Marketing Enterprises** (sleepwear), **GBG Socks dba Planet Sox** (socks and legwear), **Dynacraft** (bikes, trikes, scooters and wagons), **Kiddieland** (foot-to-floor ride-on

toys), **Kittrich/inkology** (floor décor, stationary and school supplies) and **Kid Galaxy** (bubble toys).

In announcing the additional licensees eager to collaborate on *Rainbow Rangers* product development, Genius Brand's SVP of Global Consumer Products Lloyd Mintz stated: "The licensing industry's response to *Rainbow Rangers* validates just how special this content concept is and how eager companies are to be associated with a fun, mission-based adventure series for preschool girls that demonstrates and encourages empowerment, diversity, inclusivity, environmental responsibility and more. As we move closer to *Rainbow Rangers*' series premiere dates around the world, the enthusiasm for licensing, retail and merchandising involvement continues to grow, ensuring the broadest *Rainbow Rangers* brand awareness possible among young admirers, parents and care givers."

Previously announced licensees include **Bentex** (master apparel), **Handcraft MFG** (packaged underwear), **Jay Franco Mfg.** (bedding and bath), **Global Design Concepts** (bags, backpacks), **H.E.R. Accessories** (hair and jewelry accessories), and **T.A.S.T.E. Beauty** (health and beauty products).

The company anticipates the retail program to begin rolling out in the U.S. in late spring 2019, continuing through back-to-school and holiday. Currently in production on season one (52 x 11' episodes), the CGI-animated series, *Rainbow Rangers*, is slated to premiere in fall 2018 on the #1 rated kids' network, **Nickelodeon's Nick Jr.**

The *Rainbow Rangers* series 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 girls have their own distinctive personalities and superpowers, and they live in the magical land of Kaleidoscopia at the other side of the rainbow! 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. We'll 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. Every viewer -- boys and girls -- will see themselves in at least one of these strong, unique and empowered Rangers!

Boasting a unique and highly-accomplished team of creators from the animated motion picture world, *Rainbow Rangers*' creative development and production team includes 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-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, California, Genius Brands International, Inc. (NASDAQ: GNUS) is a leading global media company developing, producing, marketing and licensing

branded children's entertainment properties and consumer products for media distribution and retail channels. Led by award-winning creators and producers, Genius Brands distributes its content worldwide in all formats, as well as a broad range of consumer products based on its characters. In the children's media sector, its portfolio of "content with a purpose" includes new preschool properties *Rainbow Rangers* for Nick Jr. and *Llama Llama* for Netflix; tween music-driven, YouTube brand *SpacePOP*; award-winning toddler brand *Baby Genius*; adventure comedy series *Thomas Edison's Secret Lab*, and Warren Buffett's *Secret Millionaires Club*, created with and starring iconic investor Warren Buffett. The Company is also co-producing an all-new adult animated series, *Stan Lee's Cosmic Crusaders*, with Stan Lee's Pow! Entertainment and The Hollywood Reporter. Genius Brands' *Kid Genius Cartoon Channel* is currently available in approximately 60 million households via Comcast and OTT platforms and *Kid Genius Cartoons Plus!*, which is now available to Amazon Prime subscribers. For additional information please visit 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, 2016, 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.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/78bd6f62-4bca-409e-b5ba-23df852ee6ad>



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