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Genius Brands' Baby Genius YouTube Channel Hits Over 10,000,000 Video Views

SAN DIEGO, Nov. 7, 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, announced today it has reached a milestone of over 10,000,000 video views on its Baby Genius® YouTube channel at www.youtube.com/babygenius.

"It's wonderful to share our videos with young children and their families through all forms of online and social media including our YouTube channel," stated Genius Brands' Chairman and CEO Klaus Moeller. "Ten million is truly an enormous number of video views. This kind of exposure and brand recognition supports sales of our DVDs, CDs, and paid digital downloads of our content across our multiple sales channels including brick and mortar retail stores as well as online sales platforms. Millions of views on YouTube also promote our Baby Genius® branded products including our new line of musical and early learning toys which are now available at Babies "R" Us stores nationwide."

Genius Brands [previously announced](#) that in 2011 alone the Company's promotions through social commerce company Groupon generated approximately 30 million brand impressions and sold over 400,000 Baby Genius® DVDs and CDs.

Through its Baby Genius® YouTube channel, the Company also offers 24 hour video rentals for a fee of \$.99.

Leveraging its strong brand recognition, Genius Brands has recently signed licensing agreements for [Baby Genius® puzzles](#), and [sunglasses](#), which are slated for launch by the first quarter of 2013. The Baby Genius® brand is recognized by 70% of moms in the U.S., according to a recent study conducted by a third party commissioned by Genius Brands.

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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