

October 14, 2014



# Popular Humor Greeting Card Line From Frank(TM) Partners With A Squared Entertainment, a Subsidiary of Genius Brands International, to Deliver a Range of From Frank Products That Make People Smile

## Brand Expansion Includes New Licensing Partners GTECH, Calendar Club, Hot Properties and Baretree Media With New Products Available at Retail for Fall 2014

BEVERLY HILLS, CA -- (Marketwired) -- 10/14/14 -- A Squared Entertainment, a wholly owned subsidiary of Genius Brands International, Inc. ("GBI") (OTCQB: GNUS), has partnered with **From Frank**<sup>™</sup> to expand the hugely popular humor greeting card line Licensed to American Greetings division Recycled Paper Greetings into a broad-based lifestyle brand providing more ways for **From Frank** to "make humans smile." Following the success of the greeting card line at Target and other retailers around the country, a number of high-profile licensing partners have been signed that incorporate **From Frank's** wisecracking humor across several new products. The announcement was made today by Stone Newman, President, Global Consumer Products, GBI.

"**From Frank**<sup>™</sup> is an incredibly fun property with Frank the French bulldog and his canine and feline sidekicks making millions of us laugh out loud with their smart, droll and waggish humor," said Newman in announcing the brand's new licensing agreements. "From Frank's infectious positive attitude and incredible success across every greeting card occasion through a partnership with American Greetings' division Recycled Paper Greetings is now being replicated across a broad range of consumer products as we share From Frank's mission, 'Making Humans Smile<sup>™</sup>.'" "

**From Frank** Creator & Owner Kate Smith commented, "**From Frank** has been a labor of love, and I am overjoyed at the success thus far and how people everywhere have embraced Frank's humor and quiriness. With the awareness in the marketplace, I look forward to working with Stone and the Genius Brands team to build the **From Frank** brand to the next level into a mainstream lifestyle brand with limitless possibilities."

**GTECH**, a leading lottery operator and provider of technology solutions and systems to regulated gaming markets, has signed a multi-year licensing agreement for the exclusive

use of **From Frank** images and pithy one-liners on printed lottery game pieces. The **From Frank** lottery tickets, featuring Frank and friends, will be available nationwide in early 2015.

**From Frank's** witty and at times sarcastic humor will also touch millions via their smart phones and tablets through a new partnership with **Bare Tree Media** who will introduce **From Frank** branded virtual goods including Emoticons and a Photo Bomb Mobile app for worldwide distribution in early 2015.

**From Frank** will now make people smile 365 days a year with the introduction of the 2015 Wall Calendar by licensee **Calendar Club**. Available nationally at all Calendar Club retail locations and Barnes & Noble, Frank and his cohorts will bring smiles to human faces everyday of the year. In time for the holiday gift-giving season, Calendar Club will also introduce a collection of 1000-piece Jigsaw Puzzles, available at all Go! Game stores.

Los Angeles based manufacturer **Hot Properties** also recently introduced a collection of **From Frank** pins, stickers, air fresheners, and magnets, featuring the playful and comical commentary of Frank and his cohorts in time for Back To School at trend retailers, gift stores and card stores around the country.

**From Frank**, the brainchild of Kate Smith and her French bulldog, Frank the Tank, debuted in 2008 when Smith combined images capturing Frank's humorous, human-like personality with the quirky, yet happy, comments she imagined Frank saying. Frank's main goal in life is to make humans smile. And since he's not allowed to venture more than a block from his house, his cards help him do that. Frank knows how to live life -- he appreciates the little things and quickly forgets the bad ones. The **From Frank**<sup>™</sup> brand shares these values with consumers, helping them to take life a little less seriously and ultimately to make them smile.

**About A Squared Entertainment:**

A Squared Entertainment, a wholly owned subsidiary of Genius Brands International, is a brand management and licensing company that represents 3<sup>rd</sup> 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; *Elecktro Kids* and *MIP* both from Wowee Toys; *Celessence Technologies*, the world's leading microencapsulation company; and *Archie Comics*, celebrating its 75th Anniversary as one of the most successful and beloved comic book brands of all time.

Headquartered in Beverly Hills, California, Genius Brands International "GBI" (OTCQB: GNUS) is a publicly traded global brand management company that creates multimedia content for toddlers to tweens. Led by award-winning creators and producers CEO Andy Heyward and President Amy Moynihan Heyward, GBI creates "content with a purpose," meaning content that is as entertaining as it is enriching. GBI's growing library of content includes the award-winning *Baby Genius*, Warren Buffett's *Secret Millionaires Club*, *Thomas Edison's Secret Lab* and *Stan Lee's Mighty 7*, the first project from *Stan Lee Comics*, a joint venture with legendary Stan Lee's POW! Entertainment.

For more information, please visit [www.gnusbrands.com](http://www.gnusbrands.com).

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Source: Genius Brands International, Inc.