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Genius Brands International Appoints Rebecca Hershinger as Chief Financial Officer

Global Brand Management Company Also Promotes Matthew Kornberg to Vice President of Finance

BEVERLY HILLS, CA -- (Marketwired) -- 10/27/14 -- Genius Brands International, Inc. ("GBI") (OTCQB: GNUS), a global brand management company dedicated to providing entertaining and enriching content with a purpose for toddlers to tweens, and its Board of Directors have appointed veteran senior financial and accounting executive Rebecca Hershinger as Chief Financial Officer. Additionally GBI has promoted Controller Matthew Kornberg to Vice President of Finance, with increased responsibilities. The announcement was made today by GBI's Chairman and CEO Andy Heyward, to whom Hershinger will report.

As Chief Financial Officer, Hershinger will be responsible for the Company's SEC filings, including the issuance of its quarterly and annual financial reports, as well as the interaction with the Company's independent accounting firm and the audit committee. Additionally, she will supervise GBI's finance and accounting staff and monitor all internal control and accounting systems.

"Rebecca's background as VP of Finance and Corporate Development at MGM, her previous background at JP Morgan, and her MBA from Wharton, underscore her tiffany pedigree," said Heyward. "She contributes exactly the type of expertise we need, and we're already realizing the benefits of her intellect, experience and knowledge of our industry. And, we are proud to recognize Matt, whose excellent work, meticulous attention to detail, and strategic thinking have earned him a promotion to Vice President of Finance. Together, they will lead a very strong financial team with tested experience with the market and in our industry."

Hershinger, 40 years old, began working with GBI in early 2014 through CFO Advisory Services, Inc., a corporation she founded that provides accounting and business advisory services to private and public companies. She previously served as CFO of the publicly traded start-up SpectrumDNA, Inc. where she oversaw all corporate accounting and finance functions including financial reporting, financial planning related to new product launches and growth initiatives, and fundraising.

Additionally, for six years, Hershinger held finance and corporate development positions at Metro-Goldwyn-Mayer, Inc., in which she was responsible for various finance functions

related to M&A analysis, cross-collateralized slate film financing vehicles, and motion picture deal analysis. She also served as an Investment Banking Analyst for JP Morgan Chase & Co., covering clients in the entertainment, real estate and hotels & gaming industries.

Hershinger received a Masters of Business Administration in Finance from The Wharton School, University of Pennsylvania, and a Bachelor of Science in Business Administration from Georgetown University.

Kornberg, who joined GBI in April 2014 as Controller, takes on additional financial responsibilities including business affairs, banking, financial forecasting, manufacturing management, human resources, production accounting, cash management, and contract compliance. He continues to be responsible for maximizing the financial assets of the company by establishing strategic financial policies while overseeing the daily operations of the company's finance and accounting unit. Kornberg, a Certified Public Accountant, is also charged with providing financial analysis for capital investments, debt, pricing policies and contract negotiations.

Kornberg, 27 years old, joined Genius Brands International from BDO USA, where he served as an assurance associate. In that capacity, Kornberg was responsible for detailed testing, analytical analysis, and financial statement preparation for clients across varied industries, including distribution, entertainment, financial services, manufacturing, retail, real estate and venture capital.

Previously, Kornberg held various positions in Finance and Business Development with such companies as InTheMO.com Interactive Marketing, The Ozurovich Group, Kayne Anderson Capital Advisors, Ticketmaster Entertainment and Overbrook Entertainment.

Kornberg earned his Master's degree in Professional Accounting from the University of Texas at Austin, McCombs School of Business after completing his undergraduate degree in Economics at University of Southern California.

These appointments come amidst a period of tremendous growth across all divisions of GBI. The Company recently appointed two new senior executives to lead its consumer products' division and assumed responsibility for six additional brands (*From Frank, Psycho Bunny, Wowee Toys, Archie Comics and Celessence*). Distribution of GBI's animated content continues to expand with agents recently being appointed in Asia and Latin America and new broadcast deals signed for *Secret Millionaires Club, Stan Lee's Mighty 7* and *Thomas Edison's Secret Lab around the globe*. Additionally, GBI just announced the launch of Warren Buffett's Secret Millionaires Club's 4th annual "Grow Your Own Business Challenge," anticipated to draw thousands of kids to participate in the national contest that encourages entrepreneurship.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International "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 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.

A Squared Entertainment, a wholly owned subsidiary of Genius Brands International, is a brand management and licensing company that represents 3rd 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.

For more information, please visit www.gnusbrands.com

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 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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