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# Genius Brands International's Hit Music-Driven Tween Brand SpacePOP to Be Featured in National Summer Promotion in Partnership With Six Flags and VideoBomb

*Original SpacePOP Content and Music Featured Throughout Six Flags Theme Parks*



Genius Brands International, Inc. (NASDAQ: GNUS) has partnered with Six Flags Entertainment Corporation (NYSE: SIX) and VideoBomb, to create a unique SpacePOP brand experience this summer.

## ***Strategic Alliance with New VideoBomb App Offers Opportunity to “video bomb” SpacePOP Music Videos and Enter Contest to Win a Six Flags Dream Trip***

BEVERLY HILLS, Calif., June 29, 2017 (GLOBE NEWSWIRE) -- Expanding the brand reach for SpacePOP this year, Genius Brands International, Inc. “Genius Brands” (NASDAQ:GNUS), a leading media company that creates, produces and licenses children’s multimedia entertainment content and products for global broadcast, digital and retail distribution, has partnered with Six Flags Entertainment Corporation (NYSE:SIX), the world's largest regional theme park company, and VideoBomb, a free mobile app allowing fans to incorporate their own content into clips of their favorite music videos, to create a unique SpacePOP brand experience this summer.

A photo accompanying this announcement is available at

<https://www.globenewswire.com/NewsRoom/AttachmentNg/ffb5881e-179c-4836-95bc-b8cafd2c99fc>

Significantly expanding upon last year's partnership with Six Flags, 10 theme park locations will feature SpacePOP original content and music videos from Genius Brands across the award-winning Six Flags Media Networks, sponsored by VideoBomb, reaching over 12 million impressions from July 1 – September 16. The content includes music videos and trailers that will entertain guests while waiting in ride lines, as well as music played throughout the parks on the Six Flags radio network. Six Flags is also a partner for the upcoming nationwide big screen release of the *SpacePOP: Not Your Average Princesses* movie. The official trailer will be showcased in all parks and guests who purchase tickets for the movie release will get a Six Flags ticket discount to Holiday in the Park®. Additionally, at Six Flags Over Texas, the Karaoke Stage and audience area, which will be SpacePOP branded, will offer kids and families an opportunity to listen to their favorite SpacePOP music with five original SpacePOP songs available, including *My Girls*, a collaboration with teen sensation, Angelic.

VideoBomb, available exclusively from iTunes, and featuring more than 47,000 chart-topping music videos from artists including Luke Bryan, Britney Spears, DJ Khaled, Harry Styles, Miley Cyrus, and T-Pain, will provide fans with the opportunity to create interactive SpacePOP music videos and share them with friends via YouTube, Facebook and other social sharing sites. The contest, which will run July 13 through August 10, will be promoted via VideoBomb street teams at five Six Flags locations encouraging guests to video bomb themselves in SpacePOP music videos and share with the hashtags #sixflagscontest #spacepop #boom for a chance to win a dream trip to any U.S. Six Flags theme park location.

"Our partnership last year with Six Flags was an integral part of our successful launch of the SpacePOP brand, and we are thrilled to further extend our relationship this year to reach the millions of guests that visit the theme parks around the country, as well as collaborate with VideoBomb creating a truly unique opportunity to engage with our core tween girl audience," said Stone Newman, President of Global Consumer Products & Marketing, Genius Brands.

"SpacePOP content and music videos provide the perfect form of entertainment for our guests. We are pleased to continue collaborating with Genius Brands to offer new SpacePOP content this summer, along with the cutting-edge fun that VideoBomb will add to our in park experience," said Pete Dimitrakopoulos, director of corporate alliances, Six Flags.

VideoBomb co-founder and CEO Chad D. F. Marcum said, "Teaming with popular, family fun brands SpacePOP and Six Flags this summer, our VideoBomb music video app allows visitors the opportunity to walk away with more than a memory, but develop a co-branded digital asset that lives online and is easily sharable. The VideoBomb app serves as a unique tool for these fans to connect with their favorite princesses -- a compelling and 'not your average' way for marketers to engage their audience. It's a paradigm shift in how our consumers create and share special experiences -- by interacting with the content they know and love."

### **About SpacePOP**

The wildly popular *SpacePOP* animated series features over 100 short-form episodes and

original music videos, which, since debuting on YouTube last year, have garnered over 16 million channel views, 55,000+ subscribers and approximately 300,000 hours of viewed programming. In this empowering, entertainment and adventurous series, original music is woven into a narrative that follows five teenage princesses who disguise themselves as musicians and form a band while they secretly plot to vanquish an evil Empress who is seeking to enslave the galaxy. In addition to YouTube, *SpacePOP* content is currently available in the U.S. on digital platforms, including Toon Goggles, PopJam, BatteryPOP and the Kid Genius Cartoon Channel on Comcast, as well as on OTT platforms, including Amazon, Apple, Roku, and Google, bringing the combined audience reach to nearly 50 million households. And, *SpacePOP* music from Sony Music's Legacy label is available on iTunes. Additionally, in September 2017 *SpacePOP* will make its big screen debut in theaters nationwide.

### **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 50 million households. For additional information please visit [www.gnusbrands.com](http://www.gnusbrands.com).

### **About Six Flags Entertainment Corporation**

Six Flags Entertainment Corporation is the world's largest regional theme park company with \$1.3 billion in revenue and 20 parks across the United States, Mexico and Canada. For 56 years, Six Flags has entertained millions of families with world-class coasters, themed rides, thrilling water parks and unique attractions. For more information, visit [www.sixflags.com](http://www.sixflags.com).

### **About VideoBomb**

VideoBomb was founded in 2015 by Chad Marcum, John Edde and Matt Edde (The Edde Brothers). VideoBomb does for video what the PhotoBomb did for still photography. It makes the static video experience interactive. VideoBomb was selected to go through Project Music, the nation's first music tech accelerator located in Nashville, TN. Initial investors from Project Music include: Universal Music, Google, Digital Entertainment Ventures (DEV), Country Music Association (CMA), Spalding Entertainment, Galante Entertainment, Vector Management, Creative Artists Agency (CAA), Red Light, Dev Digital, & Ryman Hospitality Properties.

### **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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