

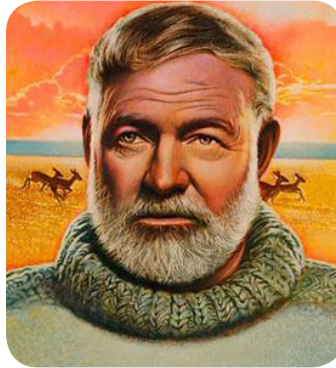


NEWS FROM GENIUS BRANDS INTERNATIONAL™

Andy Heyward
Chairman and CEO

February 4, 2014

Ernest Hemingway once was bet that he couldn't write a story in six words that could make people cry....



"For sale. Baby shoes. Never worn."

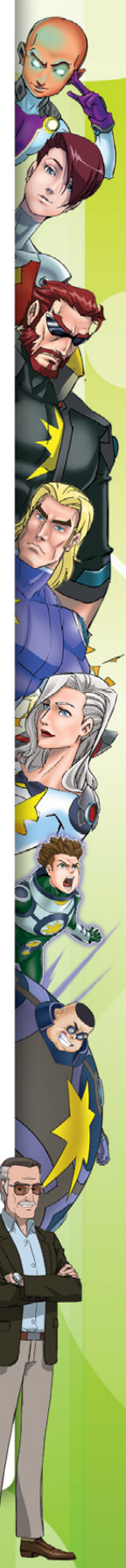
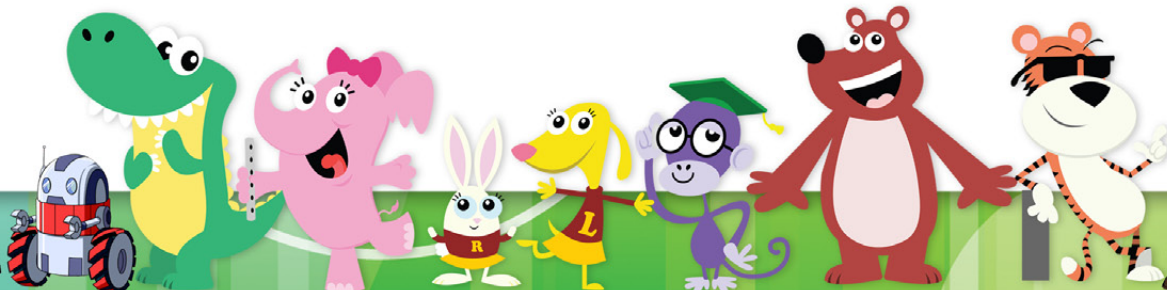
He won the bet.

While not every writer is an Ernest Hemingway, this reminds me how fundamental in storytelling is the ability to move others.

With every product now being produced by the new Genius Brands, we remember that our task is to create positive content that enriches and thereby moves kids. We can only do that by working with the very best creators. And we are determined to do exactly that.

This month we will be delivering the pilot episode of our upcoming series **Thomas Edison's Secret Lab**. *Four young scientists encounter a secret lab deep in the cellars of the Thomas Edison Museum.* (Thomas Edison had left this tricked out lab, with a super cool hologram of himself, to be a guide to future scientists, and their investigations and adventures.) The purpose of this show is to promote science with kids, which sadly today, has fallen farther and farther behind.

Our pilot episode was written by Steve Banks. Steve was the Head Writer of *Sponge Bob Square Pants* for six years. Steve is an extraordinary storyteller, and brings characters to life with an amazing wit and sparkle. The story editing of the series is being done by a team of multi-E Emmy winners. Our director and our producer, Mark Young and Mike Maliani, are both multi-E Emmy winners. The music is being produced by Kerry Gordy, who has brought an amazing contemporary sound. The characters were designed for us by former Disney and Warner Brothers animator Darrel Citters, and his amazing team at Renegade Animation.





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From top to bottom, there is a tiffany creative team that is passionately dedicated and consumed to make **Thomas Edison's Secret Lab** a uniquely special product that is going to move and excite kids. Blending comedy and hijinks, with true science vetted by scientists and the best storytelling out there, we are going to be bringing a special product to the market. In the U.S. we are working with American Public Television, and Georgia Public Television as our presenting station. Internationally, the series will be officially introduced at MIPTV in Cannes in April, through our global distributor in Paris, PGS Entertainment. (In fact, we have already pre-sold several key territories, to be announced at MIP!)

How many kids have marveled to chemistry sets, and erector sets, and now their first computers! (I remember as a kid how excited I was to be given my first chemistry set! THAT was fun!!!) I can only imagine how much fun it would have also been, if I had **Thomas Edison's Secret Lab!**

We look forward to bringing this kind of excitement to today's kids – "Content with a purpose," and doing so with gifted creators who are committed to excellence, and with the ability to deliver it. Standby for **Thomas Edison's Secret Lab!**

- Andy

