

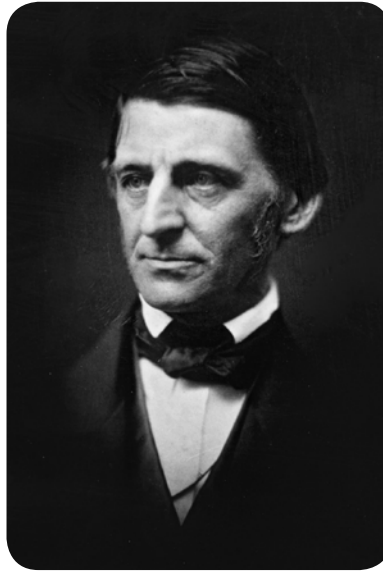


NEWS FROM GENIUS BRANDS INTERNATIONAL™

Andy Heyward
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"Show me who a man's friends are, and I will tell you who he is."
Ralph Waldo Emerson

Last week, the new Genius Brands announced a long-term partnership with SONY DADC (see attached story). We are excited about this deal with Sony, as it illustrates Genius Brands is building out its infrastructure with the most Tiffany players in their respective fields. As Genius Brands moves forward creating 'content with a purpose' for kids, we are proud to be in business with both Warren Buffett (*Secret Millionaires Club*), the most successful investor of our time, and Stan Lee (*Spider Man, Iron Man, Incredible Hulk, X Men, The Avengers, Thor*, etc), the most successful creator of our time. Our newest Stan Lee animated film (*Stan Lee's Mighty 7*) will come to market after TV, through an exciting launch with Walmart, and we have recently renewed a new distribution partnership with Comcast for Baby Genius videos on its Baby Boost platform. Meanwhile, we are now placing our content internationally with the most important broadcasters around the world from ABC in Australia to Globo in Brazil.

The message is clear, as the new Genius Brands business is being built. It is important to partner with the best – those who bring excellence and success to their task every single day. They are the building blocks to value creation. We are committed to do that, and that's exactly where we are heading.

- Andy

