



# NEWS FROM GENIUS BRANDS INTERNATIONAL™

ANDY HEYWARD  
CHAIRMAN AND CEO

9401 Wilshire Boulevard, Suite 608 • Beverly Hills, CA 90212 • T: (310) 273 4222 • F: (310) 273 4202

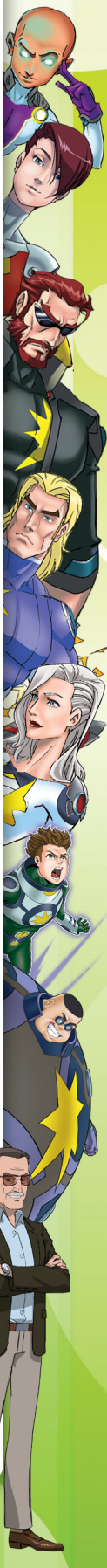
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**The Amazing Stan Lee**

There are few people who can genuinely be called a legend, let alone a living legend. Stan Lee is one such person. As creator of *Spider-Man*, *X-Men*, *Iron Man*, *The Incredible Hulk*, *Thor*, *The Avengers*, and countless other characters, Stan Lee has given rise to billions of dollars of box office and many more times that in toys, games, electronics, publishing, and consumer products of all kinds. When he appears at the San Diego Comic-Con, it is like The Beatles arriving at Shea Stadium. He continues to do cameos in all his movies, guest stars in TV shows from *Big Bang Theory* to *Entourage*, and at 91 is as prolific and active as ever. Stan hosts his own TV show, and this last year started his own comic book convention, 'Stan Lee's Comikaze' at the LA Convention Center, which became an overnight success drawing tens of thousands of people. Stan sits in front of his keyboard every day and continues to generate new and fascinating superheroes, with comedy, pathos, drama, and imagination. He is glib, witty, articulate, and quick. He maintains offices both at Disney and in Beverly Hills.

Today at Genius Brands International (GNUS), we are the proud beneficiaries of Stan's amazing talent, through our joint venture, STAN LEE COMICS, which we actively manage. The first product of Stan Lee Comics, one of many to come, is called *STAN LEE'S MIGHTY 7*. It is an animated trilogy of films to be followed by a TV series, the first of which was launched on television recently on the HUB. What makes it so special is that Stan Lee actually is in it and plays himself! He not only created it, but he is IN it as one of the stars, even doing his own voice! (TV Guide logline: Stan Lee, experiencing writer's block, drives to the desert at night, where he witnesses an alien crash landing. He offers to hide the young aliens from the military and the scientific community seeking to capture them, by giving them identities as super heroes. He will 'conveniently' document their adventures on Earth in his newest super





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hero comic book...*The Mighty Seven*. As the aliens are more interested in hanging out at the malls and the clubs, Stan quickly finds out he has his hands full.) In addition to Stan Lee himself, voices are played by some of the most exciting stars anywhere. *Armie Hammer, Terry Hatcher, Mayim Bialik, Christian Slater, Jim Belushi, Darren Criss, and Flea* of Red Hot Chili Peppers all play super heroes!

*Stan Lee's Mighty 7* is the first of several properties placed into the Stan Lee Comics label, just prior to the Walt Disney Company buying a piece of Stan's company and acquiring a first look on future creations. I often say, I feel like we took a visit with Picasso to his secret basement where he had half a dozen of his greatest paintings that nobody else knew about yet, and he offered them to us. Genius Brands International produces the programs with Stan, distributes the comic books worldwide with Archie Comics, and licenses them for consumer products worldwide. Of course we have no crystal ball if we will have the next *Spider-Man, Iron Man, X-Men, The Incredible Hulk, or Avengers*, but we find ourselves in the fortunate position of running a portfolio which now includes the 'usufruct' of the most successful creator of our time: the man whose pen resonates with the global audience at large and has been to the promised land over and over again.

The first broadcast results of *Stan Lee's Mighty 7* have been strong, and licensees have already been signed in key categories of *toys, apparel, and publishing*, with several others being negotiated. In April, we will see the first movie launched in an exclusive promotion with Walmart. Sales have been made to broadcasters and video companies around the world, including UK, Australia, Canada, Germany, India, Israel, Malaysia, Denmark, and Thailand, among others. *Stan Lee's Mighty 7* is a global brand, as are all Genius Brands properties both for the filmed content itself, and the consumer products that come from it.

*Stan Lee's Mighty 7* distinguishes itself from other super hero properties in the market by having comedy as well as adventure, by having Stan Lee himself in the property, and most importantly, by being in the branding of the company, "content with a purpose". Our shows have action, but no violence. The heroes are truly heroic. The villains always get their comeuppance. We don't have real world weapons, and we don't have stories which depict immitatable violence.

We are proud to call ourselves partners with the Amazing Stan Lee, and we are proud to bring his amazing new creations to the global audience. They remain successful and sought after today as they have been for decades...and Stan, do you have anything to add?

**(Scroll down for the video link!)**

- Andy

