

ANDY HEYWARD  
CHAIRMAN & CEO

The Latest News



**CHAIRMAN & CEO ANDY HEYWARD OF GENIUS BRANDS INTERNATIONAL, INC. TO BE INTERVIEWED THIS WEEK ON BLOOMBERG TV'S "IN THE LOOP WITH BETTY LIU" AND CNBC'S "SQUAWK BOX"**

Tune in this week as Chairman and Chief Executive Officer (CEO) of Genius Brands International Andy Heyward makes two live national television appearances on Bloomberg TV and CNBC. Heyward will discuss the upcoming 'Genius Brands Cartoon Channel' on Xfinity On Demand by Comcast, and how the company has tapped into the wisdom of Warren Buffett, the creative genius of Stan Lee, and other brilliant minds to create a portfolio of entertainment that engages, entertains and enriches young minds, as well as how they translate into positive products for kids in the consumer marketplace.

**Tuesday, April 21, 2015 at 8:35 am EST**  
BLOOMBERG-TV's "In The Loop w/ Betty Liu"

**Thursday, April 23, 2015 at 8:50 am EST**  
CNBC-TV's "Squawk Box"

### **About Chairman and CEO Andy Heyward**

Andy (Chairman & CEO) is a multi-award-winning producer of children's entertainment who has made more episodes of kid's television than any other producer. As former Chairman and CEO of DIC Entertainment (DIC), and Co-President and CEO of A Squared Entertainment, he has produced over 5,000 episodes of award-winning children's programs, most of which are household names, including The Real Ghostbusters, Inspector Gadget, Alvin and the Chipmunks, G.I. Joe, Hello Kitty's Furry Tale Theatre, Sonic the Hedgehog, The Super Mario Bros Super Show, Sabrina the Animated Series, Strawberry Shortcake, Care Bears, Captain Planet, Teddy Ruxpin, The New Archies, and dozens more. He has also been the largest producer of FCC mandated educational informational programming for children, and has produced hundreds of PSAs promoting child safety, health, exercise, and nutrition. He has had numerous industry recognitions, including two Emmys, nine Emmy nominations, two Humanitas Awards, two Cable Ace Awards, five Golden Reel Awards, three Environmental Media Awards, a New York Television Festival Award and a National Education Association Award, among others.

### **About Genius Brands International**

Headquartered in Beverly Hills, California, Genius Brands International "GBI" (OTCQB: GNUUS) 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, Llama Llama, from the NY Times bestselling children's book franchise, and Stan Lee's Mighty 7, the first project from Stan Lee Comics, a joint venture with legend 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 third-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; and Celessence Technologies, the world's leading microencapsulation company.

For additional information please visit [www.gnusbrands.com](http://www.gnusbrands.com).