



After two long years of reinvention, brand architecture, design, product development, licensee and retail presentations, the long awaited launch of our flagship infant and toddler brand, BABY GENIUS, has arrived!!!

Today, 46 separate products go live exclusively on AMAZON.com, the world's largest retailer, for one of the biggest and most supported launches of a new kids brand ever.... (...and you are going to see them here right now!!!)



"When Genius Brands first approached us with their unique approach to enhancing early child development through Baby Genius 'Products with a Purpose,' we immediately saw the opportunity for us and the benefit to our customers," said Nicki Shekalus - DMM Toys [Amazon.com](https://www.amazon.com). "The team at Genius Brands and their licensing partners have done a fantastic job in cultivating a great program, and Amazon is proud to be the exclusive retail partner to bring these unique products for parents and their toddlers to market. We anticipate Baby Genius to be a huge success, and look forward to a long and successful partnership."

The toddler/infant space is a \$500 million dollar category at Amazon alone. We went to great lengths to find the best licensees, develop the highest quality products, and create a true distinction in the market between ourselves and market leaders *Fisher Price*, *Playskool*, and *Doug and Melissa*.

Why Amazon? Debuting this program with Amazon as our exclusive partner was a no brainer.

1. Amazon offers us a dedicated brand store where we can communicate the entire scope of the Baby Genius brand and feature all items.
2. New moms and moms of Newborn / Infant / Toddlers particularly welcome convenience and time saving, which online shopping on Amazon offers.
3. Amazon, as the largest retailer in the world, provided a major commitment to marketing Baby Genius through all of their dedicated resources available to us.

Baby Genius [BabyGeniusToys](#) [@babygeniustoys](#) [@babygeniustoys](#)



Featured Toy & Entertainment Categories



Plush / Stuffed Animals & Hand Puppets



Wooden Puzzles & Books



Developmental / Interactive Toys



Musical Instruments



DVDs

Featured Developmental / Interactive Toys



Winfun Baby Genius Musical Train
\$19.99 Prime



Winfun Baby Genius and Winfun Baby...
\$19.99 Prime



Winfun Baby Genius and Winfun Tiny...
\$14.99 Prime



Winfun Baby Genius and Winfun My Baby...
\$19.99 Prime



Winfun Baby Genius and Winfun Learn...
\$19.99 Prime

Featured Plush / Stuffed Animals & Hand Puppets



Baby Genius Frankie Soft Stuffed...
Manhattan Toy
\$14.99 Prime



Baby Genius Oboe Soft Stuffed Plush Toy
Manhattan Toy
\$14.99 Prime



Baby Genius Tempo Soft Stuffed Plush Toy
Manhattan Toy
\$14.99 Prime



Baby Genius Talking DJ Interactive...
Manhattan Toy
★★★★★ (11)
\$15.99 Prime



Baby Genius Talking Vinko Interactive...
Manhattan Toy
\$15.99 Prime

Feeding



Zak! Designs Baby Genius Toddler...
Zak Designs
★★★★★ (1)
\$9.99 Prime



Zak! Designs Baby Genius Toddler...
Zak Designs
★★★★★ (1)
\$9.99 Prime



Zak! Designs Baby Genius Toddler...
Zak Designs
★★★★★ (1)
\$9.99 Prime



Zak! Designs Baby Genius Toddler...
Zak Designs
★★★★★ (1)
\$9.99 Prime



Zak! Designs Baby Genius Toddler...
Zak Designs
\$12.99 Prime



About Baby Genius® Learn & Grow Program

Baby Genius® has been entertaining and engaging kids for over 10 years with its catalogue of music, videos and toys. The all new Baby Genius® features a fresh new look, new entertainment, and a line of smart, meaningful products for infants and toddlers that encourages their natural development. We have partnered with Stanford University Professor Emeritus Don Roberts, who has spent his career studying communication theory and the impact of media on children, to develop the Baby Genius® Learn & Grow program, a new approach to infant and toddler products that is aligned with and encourage a child's natural growth. As kids transition from infant to toddler to preschool, every waking moment is a time for discovery and development. Baby Genius® offers enriching products that encourage kids and guides parents through the important developmental stages.

REVIEWS

The early reviews are in, and they are extraordinary.

The all important “mommy blogger” reviews shape buying decisions of millions of moms

and caregivers, and directly impact the sales of \$\$\$\$millions of dollars of product. Across the board, the products are getting *the strongest reviews!*

(Click below for first ones on Amazon.com)

DJ Interactive Hand Puppet Reviews

What Do You Hear Soft Activity Book Reviews

In addition to the ‘Mommy Bloggers’ there will be a marketing "blitzkrieg" across all media which speaks to the target audience.

- Top entertainment, parenting and women’s publications are on board for promotional giveaways, including Closer Weekly (1.4 million UMVs), Woman’s Day (130,000 UMVs), First for Women (100,000 UMVs) and Grandparents (850,000 UMVs).
- Beginning September 21, 25 targeted mommy bloggers across the U.S. are participating in the Baby Genius launch, with promotional product reviews and giveaways across their blogs and social media platforms, with a combined reach of *1.5 million+ unique monthly views*.
- A Baby Genius launch story will be distributed in October via syndicated wire, reaching over 1,000 media sites across the U.S.

All of this will be complemented by a robust program of targeted ads across print and electronic media.

Targeted Ads



The image displays a collection of targeted advertisements for Baby Genius products. On the left, the 'baby genius' logo is prominently featured in red and green, with the tagline 'explore • learn • grow' below it. A circular badge on the right states 'Developed in consultation with Stanford Professor Emeritus Don Roberts'. The central illustration shows four colorful characters: a red bear, a white tiger, a pink pig, and a green dinosaur. On the right side, five product cards are listed, each with a small image and text:

- Frankie the Elephant Plush**
For Safe Haven
0-6 Months
- Baby Genius Musical Train**
For Proud Explorers
12-18 Months
- Shapes Wooden Puzzle**
For Curious Learners
18-24 Months
- All About Words DVD**
For Independent Doers
24-36 Months
- My First Guitar**
For Independent Doers
24-36 Months

(If you are impatient, scroll down to see some of the AMAZING product coming out **today!!!**...just don't forget to scroll back up and see what is going on with the brand. You will *get* why it has been worth the wait. It is nothing short of transformational in the infant/toddler space, and why the launch on Amazon will be no less impactful for Genius Brands.)

Why is this so special??....

The Baby Genius Learn and Grow™ Program

baby genius. Learn & Grow Program

The Baby Genius® age-graded product line aligns with a child's natural development, with guidelines that help parents understand and encourage their growth.



GBI's re-launch of **Baby Genius** is part of a robust expansion of the timeless brand, based on an entirely *new* **Baby Genius Learn & Grow™** program that has been created to align with a child's natural development. Up until now, infant and toddler products have been age marked for *safety only*. Today, however, we are coding our Baby Genius product line, *additionally*, to meet developmental milestones. The new **Baby Genius Learn & Grow™** "products with a purpose" was developed with Stanford University Professor Emeritus Donald F. Roberts, who provided guidance to the line of new products and original entertainment that have been developed and categorized by five different developmental stages that mark a child's natural growth. These include:

- **Baby Genius Safe Haven** products, for infants to 6 months, designed to nurture and soothe
- **Baby Genius Discoverer** products, for ages 6–12 months, to encourage a child's self-discovery

- **Baby Genius Proud Explorer** products, for ages 6–12 months, to begin teaching words, shapes and colors
- **Baby Genius Curious Learner** products, for ages 18–24 months, to engage kids, allowing them to experience for themselves
- **Baby Genius Independent Doer** products, for ages 24–36 months, to encourage decision-making and problem-solving

“We are creating products designed for the specific social and cognitive capabilities of developing infants and toddlers. Our goal is to respond to the dramatic changes that occur during the first three years of life, and to fashion products applicable to each stage. What engages and promotes development in an 18-month-old differs from what engages and promotes development in a 3-year-old. Our content is designed to respond to those differences,” states Dr. Roberts. **“Baby Genius** is committed to meeting the cognitive needs and capabilities of children as they navigate the critically important first 36 months with products designed to delight, engage, and stimulate each developmental moment.”

As part of the overall brand re-launch, the beloved **Baby Genius** characters have been newly designed by renowned pop artist Todd Goldman, founder of apparel and accessories company David & Goliath.

Let’s meet them!

DJ



DJ is the leader of the Genius gang. He is the biggest of the group and with a heart to match, seeing the positive side of everything. DJ got his name because he likes to play tunes, and his track-scratching antics are wicked. Like all of his pals, DJ loves to dance!

VINKO



Vinko is a dreamer, and his dreams are all about being famous. His insane dance moves include: the butt wiggle, the belly bounce, and the face tap. But don't let him breakdance because he's a much better breaker than dancer.

TEMPO



In a word, Tempo is cool. He's got the beat. Tempo is a tiger of few words and often speaks in two-word sentences: "He's cool!" – "That's hot!" – "So smokin'!" He plays the sax and slides his paws around the dance floor with grace.

FRANKIE



Frankie is everything you'd want in an elephant friend. She's thoughtful, kind, warm-hearted, and sweet as cotton candy. Unfortunately, her brain is a bit like cotton candy too. She loves to dance ballet and can stay in the air an amazingly long time!

OBOE



Oboe is a pedantic, didactic, erudite simian Einstein. In contrast to being a genius in all things scientific, Oboe is totally clueless in all things personal. The others try to help Oboe overcome his analytical barriers, but he comically fails at every attempt.

ROSIE



Don't let her cute looks fool you. Rosie is one scrappy little rabbit. Despite her tiny size, Rosie acts like she is a black belt in hop kiddo. She plays drums. Not just a toy drum but a full 10-piece drum set!

LOLA



Lola is a can-do pooch who is not the slightest bit intimidated by bigger kids or the toughest challenges. And boy, she's filled with energy! She loves to sing and make up song lyrics but has an off-key howling voice.

Here are some samples from among the new ***Baby Genius Learn & Grow™*** products available exclusively on Amazon.com beginning *today!*

From Manhattan Toy:



Fun new products include:

For babies and toddlers, cuddly friends who will help develop creative, emotional and social skills. (SRP: \$14.99)

For Discoverers (6-12 months), **Soft Cloth Interactivity Books** featuring colorful graphics and engaging electronic sounds that encourage learning through repetition and developing coordination skills. (SRP: \$15.99)

And for Curious Learners (18-24 months), **All My Instruments and All My Shapes Wooden Interactive Activity Toddler Puzzles** to encourage problem solving and learning shapes, featuring fun sounds about each shape as the pieces are placed properly on the board! (SRP: \$16.99)

From DGL:



A range of **Baby Genius®** musical instruments and toys are now available from DGL, for **Independent Doers (24 to 36 months)**, including:

- **My First Music Set**, a 3-piece musical instruments set that includes a tambourine, a xylophone and a clap noise maker
- **Step To Step Electric Piano Dance Mat**
- PLUS a range of real wooden instruments, including a guitar, tambourine, flute, xylophone and drum set

From WinFun Toys:



Early learning toys with a musical focus:

- **The Musical Train**, for **Proud Explorers (12–18 months)**, encourages hand-eye coordination with its push and pull feature and fun sound effects;
- **My Baby Genius Laptop**, for **Curious Learners (18–24 months)**, encourages motor development, reviews numbers, letters and words and encourages independence;
- **Learn With Me EduPad**, for **Independent Doers (24–36 months)**, encourages learning the letters of the alphabet and numbers 1 to 10. The Find It Game Mode offers fun learning challenges for toddlers and the Music Mode lets little ones play and create melodies.

From Zak Designs:



A fun and functional selection of new mealtime products for **toddlers 6 to 36 months**, including:

- **Baby Genius® Curious Learner Plate, Bowl, and Flatware, Set of 4**
- **Perfect Flo Toddler Cup, 8.7oz** featuring the Baby Genius characters

From Public Television Media Distribution, LLC:

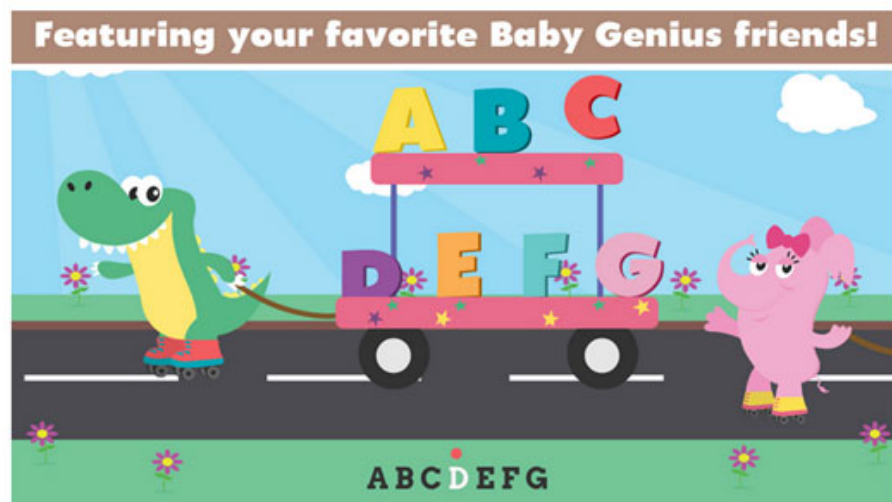


“All About Words” DVD Premiere for Independent Doers (24-36 months):

Join DJ the Dinosaur and the whole Baby Genius gang for a musical adventure that teaches kids dozens of new words. This collection of upbeat music videos makes learning new words fun for your child and features 14 new, original songs produced by Grammy® veteran Ron Fair and co-written and performed by Stefanie Fair. Songs include *Learn the Alphabet*, *On Our Way to 10*, *Up in the Air*, *Me & My Body*, and many more.

And re-releases of all-time favorites such as Baby Animals, Favorite Nursery Rhymes, Favorite Songs, and Counting Songs!

From Hadoken, LLC:



Baby Genius Sing Along app includes beautifully animated favorites such as The Alphabet Song and Itsy Bitsy Spider with additional songs available for purchase with in the app. Also included is a Music Maker feature, which allows children to play along with their favorite songs using traditional instruments, including horns and marimbas, as well as fun new instruments such as a keyboard of cats or a chorus of frogs! *Baby Genius Sing Along* app is also currently available on iTunes for download on iPhone, iPad and iPod Touch.

Here's a link to [download the app](#).

To say we are excited would be an understatement. The exclusive launch with Amazon today represents the culmination of 2 years of work and vision by some of the most accomplished experts in the kids industry. These are people who have been around one after another, billion dollar kids brands, and understand the road to success.

We look forward to sharing with you, the latest news from Baby Genius and Genius Brands, overall.

For now, here is where the action starts today:

<http://www.amazon.com/babygenius>



Andy Heyward
Chairman & CEO
Genius Brands International, Inc.

(P.S. Don't forget to mark your calendar for next Tuesday, September 29, when the *Kid Genius Channel* on Comcast goes live in over 21 million homes!!!!)

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