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Kartoon Channel! Appoints Former Senior Walt Disney Company Executive as Chief Revenue and Marketing Officer for Newly Announced KC! Kidaverse



BEVERLY HILLS, Calif., Jan. 20, 2022 (GLOBE NEWSWIRE) -- Genius Brands International ("Genius Brands") (NASDAQ: GNUS) today announced the appointment of Todd Steinman to the Kartoon Channel! Executive Team as Chief Revenue and Marketing Officer of the Company's recently announced Kartoon Channel! *Kidaverse*.

Steinman is an esteemed growth marketing executive who most recently served as Vice President in the Direct to Consumer and International division at The Walt Disney Company,

which included Disney+ during its launch. He helped create solutions to leverage the Walt Disney Company's portfolio of linear and digital brands, including DISNEY, HULU, ESPN, ABC, FREEFORM, FX, and Nat Geo, while setting strategy for ad sales and revenue teams. Prior to his role at The Walt Disney Company, Steinman co-founded the digital media agency, M80, and then led the NBC Universal media team for WPP after they acquired M80. He negotiated multi-million-dollar annual media deals with Google/YouTube, Amazon, Hulu, Disney, Twitter, Snapchat, Spotify, and others, while managing an annual budget north of \$1 billion.

Steinman will report to Jon Ollwerther, President of Kartoon Channel! and *KC! Kidaverse*, who stated: "Todd has a history of driving growth for the most important names in entertainment. With the announcement of the *KC! Kidaverse*, and the acquisition of Ameba TV, Kartoon Channel! has reached a new inflection point, and I could not be more thrilled to welcome an executive of Todd's caliber to help drive our business to the next level."

"There is an electric excitement about the Kartoon Channel! and *KC! Kidaverse* in the kid's and family market," said Steinman, "It's a breakthrough concept, and I'm looking forward to bringing all my expertise to help drive it forward."

About Genius Brands International

Genius Brands International, Inc. (Nasdaq: GNUS) is a leading global kids media company developing, producing, marketing and licensing branded children's entertainment properties and consumer products for media and retail distribution. The Company's 'content with a purpose' portfolio includes *Stan Lee's Superhero Kindergarten*, starring Arnold Schwarzenegger, on Kartoon Channel!; *Shaq's Garage*, starring Shaquille O'Neal on Kartoon Channel!; *Rainbow Rangers* on Kartoon Channel! and Netflix; *Llama*, starring Jennifer Garner, on Netflix; award-winning toddler brand *Baby Genius*; adventure comedy STEM series *Thomas Edison's Secret Lab*; and entrepreneurship series *Warren Buffett's Secret Millionaires Club*. Through licensing agreements with leading partners, characters from Genius Brands' IP also appear on a wide range of consumer products for the worldwide retail marketplace. The Company's Kartoon Channel! and Kartoon Classroom! are available in over 100 million U.S. television households via a broad range of distribution platforms, including Comcast, Cox, DISH, Sling TV, Pluto TV, Amazon Prime, Amazon Fire, Apple TV, Apple iOS, Android TV, Android Mobil, Google Play, Xumo, Roku, Tubi, YouTube, KartoonChannel.com, Samsung Smart TVs and LG TVs. For additional information, please visit www.gnusbrands.com.

Forward Looking Statements: Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements. While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation, our ability to generate revenue or achieve profitability; our ability to obtain additional financing on acceptable terms, if at all; the potential issuance of a significant number of shares, which will dilute our equity holders; fluctuations in the results of our

operations from period to period; general economic and financial conditions; our ability to anticipate changes in popular culture, media and movies, fashion and technology; competitive pressure from other distributors of content and within the retail market; our reliance on and relationships with third-party production and animation studios; our ability to market and advertise our products; our reliance on third-parties to promote our products; our ability to keep pace with technological advances; our ability to protect our intellectual property and those other risk factors set forth in the "Risk Factors" section of the Company's most recent Annual Report on Form 10-K and in the Company's subsequent filings with the Securities and Exchange Commission (the "SEC"). Thus, actual results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.

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Photos accompanying this announcement are available at:

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Source: Genius Brands International, Inc.