



GENIUS BRANDS INTERNATIONAL LAUNCHES THE ALL-NEW ANIMATED PROPERTY, *SpacePOP*, EXCLUSIVELY WITH YOU TUBE

BEVERLY HILLS, CA--June 20, 2016 - Genius Brands International, Inc. ("GBI") ([GNUS](#)) is forging new paths in the children's media space by utilizing YouTube as its distribution path to exclusively launch on June 20th its new music and fashion-driven animated property, *SpacePOP*.

SpacePOP is comprised of over 100 serialized adventures featuring original music woven into a narrative that follows five teenage princesses who disguise themselves as musicians and form a band while they secretly plot to vanquish an evil Empress who is seeking to enslave the galaxy. *SpacePOP* offers a colorful blend of music, fashion, beauty, friendship and intergalactic adventures resulting in an engaging lifestyle brand.

The first six videos will debut exclusively on the [YouTube SpacePOP Channel](#). Following the premiere, two new *SpacePOP* videos will be released each week on YouTube, as well as across other digital platforms, including **Toon Goggles**, **PopJam**, **BatteryPOP** and the **Kid Genius** channel on Comcast's Xfinity on Demand platform. Music will also be available on **iTunes** and **Spotify**. The content and music rollout will be followed by a fall 2016 merchandise launch at retail.

SpacePOP has a best-in-class development and production team on board, including Emmy Award-nominated **Steve Banks** (head writer and story editor of *Sponge Bob Square Pants*) as content writer; **Han Lee** (*Pink Fizz*, *Bobby Jack*) for original character designs; multiple Grammy Award-winning producer and music veteran **Ron Fair** (*Fergie*, *Mary J. Blige*, *Black Eyed Peas*, *Pussycat Dolls*, *Christina Aguilera* and more) and singer songwriter spouse **Stefanie Fair** (founding member of RCA's girl group *Wild Orchid* with Fergie) for the original *SpacePOP* theme music; and veteran music producer and composer **John Loeffler** (*Kidz Bop*, *Pokemon*) for original songs.

"*SpacePOP* is a very unique brand, developed for girls in a manner that speaks directly to their passions as well as how they are consuming media," explained Andy Heyward, Chairman & CEO of GBI. "From its inception, *SpacePOP* has been recognized for the incredible opportunities it presents in taking a fresh and direct approach to reach and engage its intended audience. We're premiering on YouTube primarily because of its popularity, as well as its forward-thinking approach to promotion."

Angela Y. Lin, Head of YouTube Kids and Learning, North America comments, "We are thrilled that Genius Brands recognizes the power of YouTube and is leveraging the platform to make their new series available to YouTube viewers around the world."

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"Our focus for the 'Summer of SpacePOP' is to establish it as the coolest new must watch brand for tween/teen girls, and we have all the right partners-from distribution and music to marketing and retail-lined up to deliver a one-of-a-kind experience," added Stone Newman, President Global Consumer Products & Marketing. "In order to bring girls into the brand, we are taking SpacePOP to them, everywhere they are. This is just the beginning, but as Rhea, Luna, Juno, Hera and Athena say in the first episode with their debut single, 'We're About To Start Something Big!'"

In addition to its premiere on YouTube, *SpacePOP* will also be a participant in YouTube Kids' Reading Program, which runs the entire month of June within the YouTube Kids app. Designed to excite kids about reading, the program will include *SpacePOP* music videos and kinetic text videos encompassing excerpts from the forthcoming book release (due out July 26th from Macmillan Publishing's Imprint) with each excerpt narrated by a *SpacePOP* princess.

GBI will also launch a number of digital marketing initiatives to support the *SpacePOP* launch, including:

- YouTube *influencer* campaign featuring popular YouTube stars showcasing the brand on their channels.
- The **PopJam** app (<http://www.popjam.com/>) will feature *SpacePOP* themed posts and activities as well as SpacePOP webisodes.
- **Storybird** (<https://storybird.com/>), a platform for writers, readers, and artists of all ages, will feature a series of *SpacePOP* online writing challenges based on GBI's original artwork, character descriptions, and basic storylines.
- **Sony Music Entertainment** (<http://www.sonymusic.com/>), which released *SpacePOP* songs "Unstoppable" and "Start Something Big" on June 1, will also be making that music available on iTunes and Spotify.
- **Musical.ly**, the social media platform for creating, sharing and discovering short music videos, will engage fans nationwide in a series of *SpacePOP* duets.
- The launch of a dedicated website, **SpacePOPGirls.com**, will serve as the definitive online resource for all brand initiatives and promotions.

GBI continues to expand upon the *SpacePOP* brand's licensing, merchandising and retail program in collaboration with leading licensing partners throughout North America, including **Taste Beauty** (beauty and bath products), **Bare Tree Media** (emoticons), **Canal Toys** (craft and activity kits), **Yowie Group, Ltd.** (confections), **Jaya Apparel** (apparel), **H.E.R. Accessories** (accessories), and **Sony Pictures Home Entertainment** (home entertainment). Additionally, SpacePOP products ranging from apparel and accessories, to beauty, cosmetics, candy, books, and music will be available at select **Claire's** and **Kohl's** starting in October. GBI will continue to add new retail partners to the program.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. "GBI" ([GNUS](#)) is a publicly traded global brand management company that creates and licenses multimedia content. Led by award-winning creators and producers, GBI creates and distributes its content worldwide in all formats, as well as licensing a broad range of consumer products based on its characters. GBI's expanding portfolio includes the upcoming music-driven, adventure, *SpacePOP* launching on YouTube; the preschool series, *Llama Llama*, to premiere on Netflix; the award-winning *Baby Genius*, re-launched with new entertainment and over 40 new products; the science based comedy adventure *Thomas Edison's Secret Lab*®, available on Netflix, public broadcast stations and GBI's *Kid Genius* channel on

Comcast's Xfinity on Demand; the animated movie *Stan Lee's Mighty 7*, featuring an all-star voice cast led by legendary Stan Lee; and Warren Buffett's *Secret Millionaires Club*, created with and starring iconic investor Warren Buffett.

GBI's wholly owned subsidiary A Squared Entertainment 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 *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.

About YouTube

Launched in May 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube is a Google company.

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 those set forth in the Company's filings with the Securities and Exchange Commission (the "SEC"), not limited to Risk Factors relating to its patent business contained therein. 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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