



Genius Brands International's Hit, Music-Driven YouTube Tween Series SpacePOP to Debut on Kabillion Girls Rule!(TM) and Kid Genius Network Reaching a Combined 70 Million+ Audience

BEVERLY HILLS, CA, -- August 12, 2016 - Genius Brands International "GBI" (GNUS), a global content and brand management company dedicated to providing entertaining and enriching "content with a purpose" for toddlers to tweens, has signed a new licensing agreement with **Kabillion®** to debut its hit, music-driven YouTube tween series **SpacePOP** today on **Kabillion Girls Rule!™**, reaching more than 50 million U.S. households through multiple outlets, including Comcast, Time Warner, and Charter, among others. **Kabillion Girls Rule!** is a U.S. top-10 ranked free kids On Demand TV Network and the first and only On Demand network for girls.

The debut coincides with the launch of **SpacePOP** on GBI's **Kid Genius** VOD channel, available to approximately 22 million households across the U.S. through Comcast's ([CMCSA](#)) Xfinity On Demand platform.

Commented Deb Pierson, General Manager, Kid Genius Channel, "Our YouTube launch of **SpacePOP** has already engaged millions of young girls with this colorful, lifestyle series, and distribution on Kabillion Girls Rule! will enable us to introduce millions more with their highly targeted audience of 6- to 12-year-olds, complementing our own distribution across the Kid Genius channel."

Added David Di Lorenzo, President, Kabillion, "We are happy to add **SpacePOP** to our programming line-up. This fun, short-form, music-based content is perfect for our tween audience of Kabillion Girls Rule!"

GBI forged new paths in the children's media space by utilizing YouTube as its initial distribution path for **SpacePOP**, which launched exclusively on the YouTube SpacePOP Channel on June 20th, 2016, and has already amassed more than 4 million views. Following the premiere of the first six videos, two new **SpacePOP** videos have been released on YouTube each week, as well as across other digital platforms, including **Toon Goggles**, **PopJam** and **BatteryPOP**. **SpacePOP** music is available from **Sony Music Entertainment** on **iTunes** and **Spotify**.

SpacePOP is comprised of over 108 x 3' 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.

SpacePOP was developed with a best-in-class development and production team, 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 his 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.

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The Kid Genius Network is a free, advertising supported On Demand service, which launched in October 2015, featuring GBI's innovative, original animation series, including *Thomas Edison's Secret Lab*, *Stan Lee's Mighty 7* and Warren Buffett's *Secret Millionaires Club* alongside award-winning *Baby Genius* content and such classic children's series as *ABC Monsters*. For more information, visit www.kidgeniustv.com

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. "GBI" ([GNUS](http://www.gnus.com)) is a publicly traded global brand management company that creates and licenses multimedia content. Led by award-winning creators and producers, the company distributes its content worldwide in all formats, as well as a broad range of consumer products based on its characters. In the children's media sector, GBI's portfolio features "content with a purpose" for toddlers to tweens, which provides enrichment as well as entertainment, including tween music-driven brand *SpacePOP*; preschool property *Llama Llama* to debut on Netflix; award-winning *Baby Genius*, re-launched with new entertainment and over 40 new products; adventure comedy *Thomas Edison's Secret Lab*®, available on Netflix, public broadcast stations and GBI's *Kid Genius* channel on Comcast's Xfinity on Demand; Warren Buffett's *Secret Millionaires Club*, created with and starring iconic investor Warren Buffett. The company is also co-producing an all-new adult animated series, *Cosmic Crusaders*, with Stan Lee's Pow! Entertainment and The Hollywood Reporter. Additionally under GBI's wholly owned subsidiary, A Squared Entertainment, the company represents third-party properties, including *From Frank*, a humor greeting card and product line, and *Celescence Technologies*, the world's leading micro encapsulation company, across a broad range of categories in territories around the world. For additional information please visit www.gnusbrands.com.

About Kabillion

Kabillion® and Kabillion Girls Rule™!, a subsidiary of U.S.-based Splash Entertainment, is a ranked Top Ten U.S. Kids Free On Demand TV Networks, reaching over 50 million US households and available on Comcast, Time Warner & Charter, among others. Kabillion is an ad supported network with pre-roll ads geared to kids and their families offering advertisers benefits such as increased ad durations, longer campaign flights, interstitials, and dynamic ad insertion through their partnership with Canoe in a 24/7 On Demand Network. Kabillion's reach extends across their multiple platforms, including Kabillion, Kabillion Girls Rule!, and the Kabillion YouTube channel which operates in direct partnership with YouTube.

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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