



## **Genius Brands International Kicks Off U.S. Fall Retail Launch of Its Tween Hit, SpacePOP, With the Debut of the Brand Apparel Program at Select Kohl's Stores Nationwide and Online**

BEVERLY HILLS, CA--October 10, 2016 - Genius Brands International, Inc. ("GBI") ([GNUS](#)) launches the first apparel program at select [Kohl's](#) stores nationwide and online for its music-driven brand *SpacePOP*, a hit among tweens with approximately eight million channel views on YouTube ([youtube.com/spacepopgirls](https://youtube.com/spacepopgirls)) since its premiere on June 20<sup>th</sup>.

GBI will debut on October 15<sup>th</sup> a fashionable collection of SpacePOP sportswear from Jaya Apparel for tween girls (size 7-16) at Kohl's, including tops, bottoms, skirts and dresses. To support the launch, GBI has integrated the apparel line into the SpacePOP entertainment content, which is available on YouTube and across digital platforms -- Kabillion Girls Rule!, Toon Goggles, PopJam, BatteryPOP, Kid Genius channel on Comcast -- and the new line will be promoted in a digital marketing campaign, which features YouTube influencers such as Sophia Grace and Angelic wearing the collection.

In addition to the new apparel line, Sony Music/Legacy Recordings debuts the SpacePOP original soundtrack, *Not Your Average Princesses*, at major retail stores across the U.S. and online, including Target, Toys"R"Us and Amazon.com. Additionally, the first SpacePOP book (Imprint, part of Macmillan Children's Publishing Group), *Not Your Average Princesses*, an original middle grade novel with graphic novel inserts written by author Erin Downing and illustrated by Jen Bartel., is now available at Barnes & Noble, Toys"R"Us, Costco and Amazon.com.

"We have worked hard to create a unique entertainment experience to draw tween and teen girls to SpacePOP, bringing fun, adventure, friendship and best-in-class music from incomparable talent, and as a result, we are building the brand rapidly online, with an audience of millions across all of the platforms, and soon at retail," said Stone Newman, President of Global Consumer Products, Worldwide Content Sales & Marketing, GBI. "We now look forward to engaging our audience beyond the screen, working with Kohl's and Jaya Apparel to introduce a cool, fresh aspirational line of sportswear that has also been integrated into the entertainment content and digital marketing campaign, reaching millions of fans."

In 2017, GBI will continue to expand the licensed products program for SpacePOP with an array of new branded merchandise, including **Madame Alexander Doll Company** (fashion dolls and figures), **KIDdesigns** (youth electronics, tech accessories and electronic toys), **Mad Dog Concepts** (loungewear, sleepwear), **Franco Manufacturing** (bedding & bath textiles, accessories, room décor), **Berkshire Fashions** (hosiery, head wear, and cold weather accessories), **FAB Starpoint** (bags, backpacks, accessories), **Taste Beauty** (beauty and bath products), **Bare Tree Media** (emoticons), **Canal Toys** (craft and activity kits), **Yowie Group, Ltd.** (confections), **H.E.R. Accessories** (accessories) and **Sony Pictures Home Entertainment** (home entertainment).

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SpacePOP was developed with best-in-class development and production team, including Emmy Award-nominated **Steve Banks** (head writer and story editor of *SpongeBob SquarePants*) 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 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.

GBI has been supporting the launch of SpacePOP with a number of marketing initiatives, including a **YouTube Influencer** campaign; national promotional partnerships with **Six Flags**, **Dippin' Dots** and **Camplified**; promotional campaigns with **Musical.ly** and **PopJam**; and a dedicated SpacePOP site, **SpacePOPGirls.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 debuting on Netflix *Llama Llama*; 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, *Stan Lee's 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 *Celessence 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](http://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 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.*