



GENIUS BRANDS INTERNATIONAL TRADES ON THE NASDAQ CAPITAL MARKET

BEVERLY HILLS, CA,--November 21, 2016 - Genius Brands International, Inc. ([GNUS](#)), a global brand management company that creates and licenses multimedia content for children, announced that its common stock started trading on the Nasdaq Capital Market today.

"Effective at the opening of trading today, Genius Brands International common stock began trading on Nasdaq under the symbol GNUS," said Andy Heyward, Chairman & CEO of Genius Brands International. "This completes our effort to uplift the stock and positions us, our shareholders and all of our stakeholders to benefit from the increased visibility, better liquidity, greater access to capital, and in attracting a broader and more diverse range of institutional investors," Heyward concluded.

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. ([GNUS](#)) is a publicly traded global brand management company that creates and licenses multimedia entertainment content for children. 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, Genius Brands International'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 Genius Brands International'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 Genius Brands International'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.

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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