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Press Release: Warren Buffett's Secret Millionaires Club "Grow Your Own Business Challenge" Announces Finalists!

Stamford, CT May 5, 2014 – The Fairholme Foundation today announces the finalists of the *Secret Millionaires Club* "Grow Your Own Business Challenge". From all over the country, over 4,000 entrepreneurial kids ages 7-14 sent in their inspiring business ideas for an opportunity to win \$5,000 and to share their ideas with Warren Buffett in Omaha, NE.

Following are the *Secret Millionaires Club* "Grow Your Own Business Challenge" finalists:

Individual Finalists:

Alexis, 14 – Roseland, NJ
Business Idea: Backpack Buddy
Grant, 10 – Pleasantville, NY
Business Idea: Becker Industries
Mia, 9 – South Bend, IN
Business Idea: Concentration Bugs
Kyna, 11 – Katy, TX
Business Idea: Crafts-2-Go!
James, 14 – Davidson, NC
Business Idea: Beaux Up

Team Finalists:

Aiden, 9 – Charlotte, NC
Joel, 8 – Charlotte, NC
Logan, 8 – Charlotte, NC
Business Idea: Helping Fields
Theodore, 9 – Weston, MA
Nathanial, 11 – Weston, MA
Business Idea: Munch Poop
Krystal, 12 – Bellevue, WA
Allison, 10 – Bellevue, WA
Kei, 13 – Bellevue, WA
Business Idea: Wiseguide

Beginning May 5 and running through May 12, you can help choose the "Grow Your Own Business Challenge" winners by voting for your favorite idea at: www.smckids.com/vote.

The finalists (5 individuals and 3 groups) will fly to Omaha, NE in May to present their inspiring ideas to Warren Buffett and a panel of VIP judges. Jennifer Sirangelo, President of 4-H and Otha Thornton, President of the National PTA will be a part of the judging team. Jennifer and Otha will help pick a group and individual as the Grand Prize winners. The group and individual winners will each win \$5,000. The runners up will each receive \$500. The finalists were also asked to nominate a teacher or mentor who was most inspirational in the process to join them in Omaha and win up to \$1,000. A new addition to the final event is the University of Miami's Launch Pad Entrepreneur Team. Launch Pad will host a workshop to offer advice and guidance to the finalists.

The “Grow Your Own Business Challenge” is a national online competition that ran from October 22, 2013 to January 31, 2014. GYOB is a part of the **Secret Millionaires Club** Learn and Earn financial literacy promotion which is sponsored by the Fairholme Foundation and reaches over 100,000 classrooms with tools and lessons for teaching good financial habits to youth.

The **Secret Millionaires Club** is an animated series created by Genius Brands International airing on The HUB Network and with online webisodes, featuring the voice of Warren Buffett as a mentor to a group of kids as they learn important financial and entrepreneurial lessons.

“The Fairholme Foundation is delighted to see continued enthusiasm for the “Grow Your Own Business Challenge”, said Bruce Berkowitz, trustee of the Fairholme Foundation. “The contest fosters creativity and encourages collaboration between children and their educators.”

For more information, visit www.smckids.com
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About Genius Brands International:

Headquartered in Los Angeles, California, Genius Brands International (OTCQB: GNUS) is a publicly traded multimedia content and brand management company. Led by industry veterans, Andy Heyward and Amy Moynihan Heyward, Genius Brands International includes award-winning Baby Genius, Warren Buffett's Secret Millionaires Club, Gisele Bundchen's Gisele & the Green Team, Martha Stewart's Martha & Friends, Thomas Edison's Secret Lab and Stan Lee Comics, featuring its first movie, Stan Lee's Mighty 7. The Company provides "content with a purpose" for kids of all ages, meaning interactive content that is as entertaining as it is enriching.

About Fairholme Foundation

The Fairholme Foundation invests in under-valued paths to improving education. Our key: Ignore the crowd by circumventing long-standing roadblocks to progress. The Foundation is a 501(c)3 organization solely funded by Fairholme Capital Management and its affiliates.

About By Kids For Kids

By Kids for Kids ® (BKFK ®) is a platform that empowers youth invention, innovation and entrepreneurship. BKFK promotes youth social innovation and partners with leading corporations to inspire product development, crucial technology skills, invention, and innovation in young people from 8 to 22. BKFK provides a unique platform for young people to develop, showcase, and commercialize their products, inventions and entrepreneurship. BKFK's “cycle of innovation” develops critical 21st Century skills in our nation's youth. The company provides educational resources — curriculum and challenges that promote social change, product development and entrepreneurial endeavors. Learn more: www.bkfk.com.