



NEWS RELEASE

MAINFRAME ENTERTAINMENT AND THE WEINSTEIN COMPANY TEAM UP FOR CG ANIMATED *THE NUTTY PROFESSOR*

Vancouver, Canada - August 8, 2006 - The Weinstein Company (TWC) has acquired the rights to produce an animated version of *The Nutty Professor*, which will be distributed direct-to-video by Genius Products Inc. (OTCBB:GNPI). Jerry Lewis will lend his voice in the project, which he is executive producing along with Mainframe Entertainment's Gregory R. Little and Rick Mischel. Evan Spiliotopoulos is writing the animated project. Mainframe Entertainment (TSX:MFE), who brought the project to TWC's attention, is producing and animating the project. George Paige is attached to produce. The animated version of *The Nutty Professor* will be based on the original film of the same name, which was created, directed by and starred Jerry Lewis.

The animated version of *The Nutty Professor* will be a younger, modern-day take on the story, focusing on Julius Kelp's college-aged nerdy grandson who takes the same formula his grandfather took and unleashes an ultra-cool but comically destructive alter-ego. When the alter-ego tries to take over, permanently, the nephew has to square off against himself to keep things from going totally out of control.

"As a kid, Nutty Professor was my favorite comedy film. It's a real thrill for Mainframe to bring Jerry's comedic vision into CGI animation," said Rick Mischel, C.E.O., Mainframe Entertainment.

"It was always Jerry Lewis' vision to produce an animated version of 'The Nutty Professor' and thanks to The Weinstein Company, Jerry's Lewis' dreams are being realized," said George Paige.

Eric Roth, EVP of business and legal affairs, and Glen Basner, president, international, negotiated on behalf of TWC. Neil Fischer, of Isaacman Kaufman & Painter, negotiated on behalf of Lewis. Spiliotopoulos is represented by ICM.

Eric Robinson, vice president of production, brought the project into TWC and will oversee it on behalf of the company, reporting to co-president of production Michael Cole.

About Mainframe

Mainframe Entertainment Inc. is the industry leader in computer generated (CG) animation for television and direct-to-video DVD family entertainment. Mainframe has produced over 269 half hours of CG animated television as well as 16 CG animated direct-to-video/DVD feature films and three CG animated television specials. Mainframe's CG animation expertise is also being used in the production of theatrical feature films, interactive games and commercials.

Established in 1993, Mainframe continues to grow its library of proprietary productions, and has received many prestigious awards for its work on such international brands as Barbie (winner of the VSDA Award for Children's Title of the Year), Hot Wheels, Spider-Man, Casper and Popeye. The company is recognized as a CG animation pioneer having developed the groundbreaking internationally distributed television series ReBoot. Mainframe clients include Sony, Mattel, Lions Gate Home Entertainment, Electronic Arts (Canada) and MTV. For more information, visit www.mainframe.ca.

About The Weinstein Company

The Weinstein Company was created by Bob and Harvey Weinstein, the brothers who founded Miramax Films Corp. in 1979. TWC is a multi-media company that officially launched on October 1, 2005. Dimension Films, the genre label that was founded in 1993 by Bob Weinstein, is also included under TWC banner. The Weinsteins are actively working on the production, development and acquisition of projects for TWC.

Other exciting CG-animated projects in the works at The Weinstein Company include the fourth installment of *Teenage Mutant Ninja Turtles*, *Igor*, *Arthur and the Invisibles*, *Escape From Planet Earth*, *Opus*, *Cricket In Times Square* and *Hood vs. Evil* the sequel to the box office hit *Hoodwinked*.

About Genius Products, Inc.

Genius Products, Inc. (OTCBB:GNPI) is a leading independent home-entertainment distribution company that produces, licenses, and distributes a valuable library of motion pictures, television programming, family, lifestyle and trend entertainment on DVD and other emerging platforms through its expansive network of retailers throughout the U.S. Genius handles the distribution, marketing and sales for such brands as Asian Extreme, Baby Genius, Dragon Dynasty, ESPN, IFC, NBC News, Sundance Channel Home Entertainment, Wellspring, and The Weinstein Company.

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