



## **Chicken Soup for the Soul Entertainment Expands International Plans by Acquiring Crackle International Trademarks From Sony Pictures**

July 15, 2021

COS COB, Conn., July 15, 2021 (GLOBE NEWSWIRE) -- Chicken Soup for the Soul Entertainment, Inc. (Nasdaq: CSSE), one of the largest operators of streaming advertising-supported video-on-demand (AVOD) networks, today announced the acquisition of Crackle international trademarks from CPE Holdings, Inc ("Sony Pictures") in over 50 countries covering Australia, Asia, Europe, and South America.

"We are accelerating our growth by making a big commitment to offer our AVOD networks worldwide," said William J. Rouhana Jr., chairman and chief executive officer of Chicken Soup for the Soul Entertainment. "We already owned the international trademarks to our Popcornflix and Chicken Soup for the Soul networks as well as the trademarks for the U.S. and Canada for Crackle. By acquiring the international trademarks for Crackle, we are now in a position to offer all three of our primary networks across the globe. We have already begun discussions with international broadcasters and other media companies regarding these plans."

The terms of the acquisition were not announced.

### **ABOUT CHICKEN SOUP FOR THE SOUL ENTERTAINMENT**

Chicken Soup for the Soul Entertainment, Inc. (Nasdaq: CSSE) operates streaming video-on-demand networks (VOD). The company owns Crackle Plus, which owns and operates a variety of ad-supported and subscription-based VOD networks including Crackle, Popcornflix, Popcornflix Kids, Truli, Pivotshare, Españolflix and FrightPix. The company also acquires and distributes video content through its Screen Media subsidiary and produces original long and short-form content through Landmark Studio Group, Chicken Soup for the Soul Unscripted, [APlus.com](http://APlus.com) and Halcyon Television. Chicken Soup for the Soul Entertainment is a subsidiary of Chicken Soup for the Soul, LLC, which publishes the famous book series and produces super-premium pet food under the Chicken Soup for the Soul brand name.

### **FORWARD-LOOKING STATEMENTS**

This press release includes forward-looking statements within the meaning of the federal securities laws. Forward-looking statements are statements that are not historical facts. These statements are based on various assumptions, whether or not identified in this press release, and on the current expectations of management and are not predictions of actual performance. Forward-looking statements are subject to known and unknown risks and uncertainties, including but not limited to those risks set forth in the Company's Annual Report on Form 10-K for the year ended December 31, 2020. If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. These forward-looking statements speak only as of the date hereof and the Company expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained herein to reflect any change in the Company's expectations with respect thereto or any change in events, conditions or circumstances on which any statement is based.

### **INVESTOR RELATIONS**

Taylor Krafchik  
Ellipsis  
[csse@ellipsisir.com](mailto:csse@ellipsisir.com)  
(646) 776-0886

### **MEDIA CONTACT**

Kate Barrette  
RooneyPartners LLC  
[kbarrette@rooneypartners.com](mailto:kbarrette@rooneypartners.com)  
(212) 223-0561

