



Going From Broke Exceeds 5 Million Views on Crackle Since Launch of Season 2

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COS COB, Conn., Aug. 12, 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 that *Going From Broke*, the award-winning Crackle original series from executive producers Ashton Kutcher and Chicken Soup for the Soul Entertainment, has driven over 5 million total views since the May 20th launch of season 2.

The six-episode season is hosted by Chegg chief executive officer Dan Rosensweig and co-hosted by entrepreneur and financial expert Tonya Rapley. In this season of *Going From Broke*, six new cast members drowning in massive debt get help from inspirational guests and financial experts to overcome their financial struggles. The inspirational guests include executive producer Ashton Kutcher, Airbnb co-founder and chief executive officer Brian Chesky, co-founder of Resy, Empathy Wines and VaynerX Gary Vaynerchuk, actor David Costabile (*Lincoln*, *Billions*, *Breaking Bad*), award-winning entrepreneur, investor, and bestselling author Kim Perell, Andi Kirkegaard of Kirkie Cookies and the founder of The Scholarship System Jocelyn Paonita Pearson.

The series puts a spotlight on an epidemic of huge proportions. As a nation, over 44 million Americans collectively owe a whopping \$1.5 trillion in federal student loan debt, a number that grows each year and is second only to mortgage debt in America. Upon graduation, those entering the professional world face mounds of bills, a shrinking pool of employment opportunities, a lack of financial skills and a constant, crippling weight of oppression keeping them from reaching for their dreams, all of which was made even worse by the pandemic.

"We are excited that *Going From Broke* season 2 continues to delight our viewers," said Philippe Guelton, president of Crackle Plus. "The reaction is gratifying and shows the importance of the spotlight we have put on the problem of student loan debt."

The Crackle Plus networks are currently distributed through 50 touch points in the U.S. with announced plans to expand to 64 touch points including Amazon FireTV, RokuTV, Apple TV, Smart TVs (Samsung, LG, Vizio), gaming consoles (PS4 and XboxOne), Plex, iOS and Android mobile devices and on desktops at Crackle.com. Crackle is also available in approximately 500,000 hotel rooms in the Marriott Bonvoy chain.

ABOUT CHICKEN SOUP FOR THE SOUL ENTERTAINMENT

Chicken Soup for the Soul Entertainment, Inc. (Nasdaq: CSSE) (the "Company") 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 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. Such assumptions involve a number of known and unknown risks and uncertainties, including but not limited to our core strategy, operating income and margin, seasonality, liquidity, including cash flows from operations, available funds, and access to financing sources, free cash flows, revenues, net income, profitability, stock price volatility, future regulatory changes, price changes, the ability of the Company's content offerings to achieve market acceptance, the Company's success in retaining or recruiting officers, key employees, or directors, the ability to protect intellectual property, the ability to complete strategic acquisitions, the ability to manage growth and integrate acquired operations, the ability to pay dividends, regulatory or operational risks, and general market conditions impacting demand for the Company's services. For a more complete description of these and other risks and uncertainties, please refer the Company's Annual Report on Form 10-K for the year ended December 31, 2020, filed with the SEC on March 31, 2021, our Quarterly Report on Form 10-Q for the six months ended June 30, 2021, filed with the SEC on August 11, 2021, and for further information regarding our recent acquisition of the Sonar library and related assets, please see our Current Reports on Form 8-K, filed with the SEC on May 27, 2021 and as amended on July 1, 2021. 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
(646) 776-0886

MEDIA CONTACT

Kate Barrette

RooneyPartners LLC

kbarrette@rooneypartners.com

(212) 223-0561



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