



Chicken Soup for the Soul Entertainment's Screen Media Acquires Alien Invasion Holiday Horror Film 'Black Friday'

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Retail Horror Film Stars Bruce Campbell, Devon Sawa, Ivana Baquero, and Michael Jai White

To Premiere This Week at Fantastic Fest

COS COB, Conn., Sept. 23, 2021 (GLOBE NEWSWIRE) -- Chicken Soup for the Soul Entertainment, Inc. (Nasdaq: CSSE) announced today Screen Media's acquisition of all North American rights to the alien invasion holiday horror film *Black Friday* ahead of its world premiere at Fantastic Fest this week. Directed by Casey Tebo (*Happy Birthday!*), and written by Andy Greskoviak *Black Friday* stars Bruce Campbell, Devon Sawa (*Final Destination*, *Chucky*), Ivana Baquero (*Pan's Labyrinth*), Ryan Lee (*Goosebumps*), Stephen Peck and Michael Jai White. The film is produced by Warner Davis and executive produced by Greskoviak through his company MFW Manufacturing. Screen Media is planning a day-and-date release in November.

On the busiest shopping night of the year, a group of disgruntled toy store employees must defend themselves from legions of holiday shoppers when a mysterious alien parasite turns them into monstrous creatures hell-bent on a murderous rampage.

"When Andy sent me this script, it was such a blast!" said Tebo. "It reminded me of some of my favorite holiday horror movies like *Gremlins* or *Krampus*. I could see myself running to a midnight showing to see this with other horror fans, and at the same time, I could see my kids watching it at a sleepover with their friends. It's imaginative, original, scary, fun, and the right bit of ridiculous - and that's all the things I want to see in a movie!"

"With elevated thrills, a stellar ensemble cast and undeniable entertainment value, *Black Friday* is the kind of original content that Screen Media aspires to bring to our audiences. We can't wait to unleash this clever horror film, just in time for its namesake holiday," said Screen Media in a statement.

Seth Needle, EVP of Global Acquisitions and Co-Productions, and Logan Taylor, Manager of Global Acquisitions and Co-Productions, negotiated the deal with Jay Cohen at the Gersh Agency on behalf of the filmmakers.

Screen Media's recent releases include Lina Roessler's *Best Sellers* starring Aubrey Plaza and Michael Caine; Chase Palmer's *Naked Singularity* starring John Boyega and Olivia Cooke, which won the Audience Award at the 2021 San Francisco Film Festival; and SK Dale's critically acclaimed thriller *Till Death*, starring Megan Fox. Other previous releases include the Barry Pepper thriller *Trigger Point*, Simon West's action disaster film *Skyfire*; and the Nicolas Cage hit *Willy's Wonderland*.

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 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, and for further information regarding our recent acquisition of the Sonar library and related assets, please see our Current Reports on Form 8-K, as amended, filed with the SEC on May 27, 2021 and 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.

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