



Chicken Soup for the Soul Entertainment's Popcornflix AVOD Network Relaunches with New Look, Improved User Experience, and Exclusive Action & Adventure Content

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The New Popcornflix is Now Available on FireTV, AppleTV, Roku, Android, and iOS Among Other Platforms

Viewer Engagement Up Approximately 50% Since September Relaunch

COS COB, Conn., Oct. 29, 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, announced today the re-launch of its action-film-focused Popcornflix's, AVOD with a new user experience.

The newly relaunched platform features updated branding and offers a better user experience with enhanced app features, new search functionality and navigation scheme; server-side ad insertion; and improved playback performance putting the content in the hands of fans instantly. The relaunch also includes updated Popcornflix VOD apps, which are now available on the web as well as Apple TV, Fire TV, Android mobile, Android TV, iOS, Samsung, LG, Chromecast and Roku. Popcornflix FAST channel and VOD offerings are also available on PLEX and Redbox, with upcoming launches on PHILO, fuboTV, FreeCast, and Xumo.

Philippe Guelton, President of Crackle Plus said, "With its totally redesigned look and user experience, the new *Popcornflix* super-serves its fans with an exciting offering of adventure and action movies and TV shows, including a new slate of Originals and Exclusives. It is exciting to see that our viewers have responded positively to the new Popcornflix, with viewer engagement being up approximately 50%."

"Popcornflix is a very well-known name with a long history in the OTT space. We couldn't be more excited to bring their top-quality entertainment to SelectTV," said William Mobley, CEO of FreeCast, which operates SelectTV.

Popcornflix, which offers viewers edge-of-their-seat excitement with a deep catalog of action, adventure, crime, martial arts, westerns, sci-fi, horror, military, automotive and sports programming for genre fans of every generation, offers top-quality studio films, original and exclusive content, as well as classic TV series for free. Currently available are titles such as *Falcon Rising* (Michael Jai White), *Ip Man* (Donnie Yen), *The Girl With the Dragon Tattoo* (2009, Noomi Rapace), *Grand Isle* (Nicolas Cage), *Redbad* (Gijs Naber).

Popcornflix also offers many exclusive films and TV shows that are not available for free on any other platform such as *Men of War* (Dolph Lundgren), *Robert the Bruce* (Angus Macfadyen), *Cold Blood* (Jean Reno), *Fist To Fist* (Jino Kang), *Prophet* (Don "The Dragon" Wilson), *Stray Bullets* (James Le Gros), *Inferno* (Don "The Dragon" Wilson), *Crown Vic* (David Krumholtz), and *Cagefighter* (Jon Moxley and Chuck Liddell) and the series *Heroes of Lucha Libre* and *Spides*.

Popcornflix is part of Crackle Plus' family of free, on-demand offerings including Crackle, Truli and the upcoming Chicken Soup for the Soul network. As part of Chicken Soup for the Soul Entertainment, Crackle Plus uniquely sources its original content from sister companies Screen Media Ventures, a leading content distribution company; Landmark Studio Group, a production company of premium scripted and unscripted content; Halcyon Television, led by industry veteran David Ellender; and the recently acquired Sonar Entertainment library of 700 movies and 1800 TV episodes which have earned a total of 446 Emmy Nominations, 104 Emmy Awards and 15 Golden Globes.

The Crackle Plus networks are currently distributed through 50 touch points in the U.S. with announced plans to expand to over 64 touch points including Amazon FireTV, Roku, 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) 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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