



Share Repurchase Authorization Increased by Chicken Soup for the Soul Entertainment

February 28, 2022

Board Authorizes a \$10 Million Increase to Common Stock Repurchase Plan

Company has Repurchased Approximately \$20 million in Shares Since November 2021

COS COB, Conn., Feb. 28, 2022 (GLOBE NEWSWIRE) -- Chicken Soup for the Soul Entertainment, Inc. (Nasdaq: CSSE) ("the Company"), one of the largest operators of streaming advertising-supported video-on-demand ("AVOD") networks, today announced that its board of directors approved an additional \$10 million to its common stock repurchase program.

Since November 2021, the Company has repurchased a total of 1,520,168 shares in open-market transactions for approximately \$19.9 million, completing its prior repurchase authorization of up to \$20 million. The Company anticipates that any potential additional repurchase activity would also be conducted opportunistically, in open-market transactions.

"Today's increased repurchase authorization reflects continued confidence in the execution of our strategic plan to build the best AVOD. We accomplished a great deal over the past year, building the infrastructure and capabilities that will enable us to scale the business meaningfully over time. Today we have an incredibly robust library of content and, with our recently improved technology and ability to release original and exclusive programming on at least a weekly basis going forward, we are poised to capture the tremendous opportunity we see within the thriving streaming industry," said Chris Mitchell, chief financial officer for Chicken Soup for the Soul Entertainment.

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, Chicken Soup for the Soul, Popcornflix, Popcornflix Kids, Truli, Pivotshare, Españolflix and FrightPix. The Company also acquires and distributes video content through its Screen Media subsidiary and produces original video content through the Chicken Soup for the Soul Television Group. 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.

INVESTOR RELATIONS

Taylor Krafchik
Ellipsis
CSSE@ellipsisir.com
646-776-0886

MEDIA CONTACTS

Kate Barrette
RooneyPartners LLC
kbarrette@rooneypartners.com
(212) 223-0561



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