



## Crackle Launches All New App Experience on Roku Devices

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### **Crackle's Updated App Experience Now Reaches Over 85% of its Total Audience, Delivering on its Promise to Provide the Best Free Ad-Supported Video-on-Demand Experience to its Viewers**

NEW YORK, June 23, 2022 (GLOBE NEWSWIRE) -- Crackle Plus, a Chicken Soup for the Soul Entertainment, Inc. (Nasdaq: CSSE) company and one of the largest operators of advertising-supported video-on-demand (AVOD) streaming services, announced today an updated Crackle app on Roku devices. The streaming service has made drastic improvements to their Roku application, now providing a superior user experience as its audience views thousands of hours of free ad-supported content, including award-winning Crackle originals and exclusive programming. 85% of Crackle's total audience now experiences the new, improved user interface.

The improvements to the Crackle app environment on Roku devices include an all-new design throughout the application that will provide a more intuitive browsing experience for the audience. Some enhancements include a new navigation menu that makes it easier for viewers to find their favorite TV shows and movies available for free on Crackle. For those viewers who aren't sure what to watch, the Crackle team has improved both the search capabilities and the catalog browsing experience to better combat scrolling fatigue. Once a title has been chosen, users will watch their selection with an updated video player and easy-to-use controls.

"Our team is excited to release this new version of the Crackle app onto Roku devices that have traditionally been a large share of our audience," said Philippe Guelton, president of Crackle Plus. "We are now presenting our premium content offering into a totally redesigned and faster loading experience, which has proven to deliver higher engagement and user loyalty with each new app release."

Crackle Plus' recent releases include the exclusive scripted series *Les Norton*, which stars Alexander Bertram and Rebel Wilson, Tia Mowery's *Comfort Kitchen*, the suspense thriller *Blast*, *Inside the Black Box*, hosted by Joe Morton and the award-winning BBC series *Sherlock*, starring Benedict Cumberbatch and Martin Freeman. They also recently announced season three of the award-winning series *Going From Broke*.

The Crackle Plus streaming apps and channels are currently distributed through 70 touch points in the U.S. on platforms including Amazon FireTV, RokuTV, Apple TV, Smart TVs (Samsung, LG, Vizio), gaming consoles (PS4 and Xbox One), Plex, iOS and Android mobile devices and on desktops at [Crackle.com](http://Crackle.com), with previously announced plans to expand to over 90 touch points. 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 video-on-demand (VOD) streaming services. The Company owns Crackle Plus, which owns and operates a variety of ad-supported VOD streaming services 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 and 1091 Pictures subsidiaries 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, 2021, filed with the SEC on March 31, 2022, and the Company's Quarterly Report on Form 10-Q for the quarter ended March 31, 2022, filed with the SEC on May 11, 2022. On May 10, 2022, the Company entered into a merger agreement to acquire Redbox Entertainment, Inc. We refer you to the presentation filed as Exhibit 99.2 under cover of a Current Report on Form 8-K filed by the Company with the SEC on May 22, 2022 for information regarding the proposed business acquisition transaction. If the proposed business acquisition is consummated, in addition to the risks noted above, we also face the risks detailed in Redbox's Annual Report on Form 10-K for the year ended December 31, 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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