



## **Hisense and VIDAA USA Team up With Chicken Soup for the Soul Entertainment to Add a Crackle-Branded Button to Millions of Remote Controls and Add Crackle Streaming Services to the VIDAA Platform**

October 13, 2022

***Starting in early 2023, consumers will be able to easily access tens of thousands of free movies and TV shows through the Crackle app at the touch of a button***

***Deal also includes distribution of Crackle and Chicken Soup for the Soul free ad-supported TV (FAST) channels, further scaling their distribution footprint***

NEW YORK--(BUSINESS WIRE)--Oct. 13, 2022-- Chicken Soup for the Soul Entertainment Inc. (Nasdaq: CSSE), one of the largest operators of advertising-supported video on demand (AVOD) streaming services, along with VIDAA USA, the company developing and managing the VIDAA platform on Hisense Smart TVs, today announced an agreement to add Crackle streaming services and a Crackle-branded remote control button – providing immediate access to the popular ad-supported video on demand (AVOD) service on devices powered by VIDAA OS. The button will be available starting early next year on millions of Hisense TVs sold in the US.

The companies also announced today that the Crackle and Chicken Soup for the Soul free ad-supported television (FAST) channels will launch on the VIDAA platform. In the coming weeks, the channels will give consumers in the US free access to the best movies and TV series streaming 24 hours a day – including originals such as *Wedding Talk* and *Going From Broke*. The channels will be available on the channel guide of the TV, which reduces the need to toggle between applications while accessing content from different providers. The Crackle AVOD app is now available on the VIDAA service.

“Hisense is known for its high-quality televisions, which are affordable to cost-conscious consumers,” said Adam Mosam, chief digital officer of Chicken Soup for the Soul Entertainment. “The addition of the Crackle app on the VIDAA TV operating system and the remote button will help bring a whole new audience to our service. We have a wide range of amazing content which I know their consumers will enjoy.”

“Providing the best free content in the simplest way to consumers is our mission at VIDAA. Which is why the partnership with Crackle is a great addition to our already large lineup of free VOD content as well as FAST channels,” said Nick Ruczaj, VP of Content at VIDAA USA. “We’ve also made the content easy to discover in our platform’s search engine and will be placing the streaming channels right alongside the broadcast TV networks in the programming guide,” he added.

The VIDAA Smart TV OS is a Linux-based smart TV operating system, powering millions of Smart TVs, including Hisense, Toshiba, Loewe, Supersonic, and hundreds of other Smart TV brands, globally. The independent company VIDAA USA was established in 2019, and it has become a strong global contender in the Smart TV platform category.

Crackle Plus’ recent releases include season 2 of the murder mystery series *The Wall*, the home renovation series *Pet Caves*, plus-size mountain climber documentary *Kili Big*, season 2 of the hit college thriller series *In the Vault*, the sci-fi series *Salvage Marines* starring Casper Van Dien, and the award-winning BBC series *Sherlock*, starring Benedict Cumberbatch and Martin Freeman.

The Crackle Plus and Redbox streaming services are currently distributed through over 140 touchpoints in the U.S. on platforms including Amazon Fire TV, 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](https://www.crackle.com) and [Redbox.com](https://www.redbox.com) with plans to expand to over 160 touch points this year.

### **ABOUT CHICKEN SOUP FOR THE SOUL ENTERTAINMENT**

Chicken Soup for the Soul Entertainment Inc. (Nasdaq: CSSE) operates video-on-demand streaming services (VOD). The company owns Crackle Plus, which owns and operates a variety of ad-supported VOD streaming services including Crackle, Chicken Soup for the Soul, and Popcornflix. 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. The company recently acquired Redbox which operates a rapidly growing digital streaming service that provides both ad-supported (AVOD) and paid movies from Hollywood studios and hundreds of content partners, as well as over 145 channels of free ad-supported streaming television (FAST). Redbox also operates its popular kiosks across the US at thousands of retail locations – giving consumers affordable access to the latest in entertainment. 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.

### **ABOUT VIDAA**

Established in 2019, VIDAA USA is headquartered in Atlanta, Georgia and is the developer of Smart TV operating systems. Its flagship product, VIDAA TV OS, is currently in its sixth generation and provides advanced solutions to a multitude of leading Smart TV manufacturers globally, including

Hisense, JPE, BOE, and TP Vision. Its award-winning Linux based licensed operating system with voice control, applications store, billing, and payments capabilities provides a turnkey solution to factories and brands, including licensed access to leading global and local premium streaming video content providers. VIDAA USA partners include over 100 Smart TV brands and over 400 content providers globally.

For more information, visit @vidaatv Instagram, @vidaatv Facebook, @VIDAATV Twitter, vidaatv LinkedIn.

## **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, with respect to the Company's recent acquisition of Redbox Entertainment, Inc. ("Redbox"), the Company's Registration Statement on Form S-4 declared effective by the SEC on July 15, 2022. If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by the forward-looking statements contained in this press release. Information regarding the acquisition of Redbox and related transactions is qualified by reference to the Company's Current Reports on Form 8-K filed with the SEC on May 11, 2022 (as amended May 12, 2022), June 6, 2022, and August 12, 2022, and all exhibits filed with respect to such reports and the aforementioned registration statement. The forward-looking statements contained in this press release 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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