



Reality Series Pilot Mutual Aid Brigade Executive Produced and Co-Hosted by Emmy Award-Winning Actress Debra Messing Greenlit by Chicken Soup for the Soul Television Group

January 25, 2023

Production on the series starts in April

NEW YORK--(BUSINESS WIRE)--Jan. 25, 2023-- Chicken Soup for the Soul Television Group, a division of Chicken Soup for the Soul Entertainment (NASDAQ: CSSE), today announced it has greenlit the pilot for the reality series *Mutual Aid Brigade* and will begin production in April. Co-hosted by Emmy Award-winning actress Debra Messing and author, speaker, and activist Shelly Tygielski, the series puts a new spin on the uplifting reality television genre as it allows viewers to not only participate in charitable activities on each episode but will also let them see the encouraging results of their efforts and contributions.

Far more than a show that grants wishes, *Mutual Aid Brigade* stems from the incredible, everyday work of the charitable organization Pandemic of Love. This volunteer-led community pairs people who need help with people who want to be a part of the life-changing solution, creating a community of care. It is mutual aid in action. Pandemic of Love has transacted more than \$100 million in direct giving.

The series is presented by executive producers Shelly Tygielski and Gillian Hormel, executive produced by Michael Winter for Chicken Soup for the Soul Studios, Laura deNey and Mustafa Bhagat for production company Flicker Filmworks, Mark Schulman and Molly Madden from 3 Arts Entertainment, Sandy Grushow from Phase 2 Media as well as Debra Messing and the showrunner Dorothy Toran.

"Pandemic of Love has proven that a lot of people doing a little bit can create a huge impact," said Tygielski, founder of Pandemic of Love. "I'm excited that our show will be able to bring the mutual aid model into the collective consciousness of our society. So many families in this country are struggling, and my hope is that *Mutual Aid Brigade* will be able to remind people that one act of kindness, no matter how small, can ripple out and change lives. Ultimately, this is a show that will inspire viewers to roll up their sleeves and move to action within their own communities."

"I'm so excited to be working with this amazing team on this transformative series," said host Debra Messing. "Our goal is to make real, lasting change in the lives of people who are hurting and in need. At the same time, demonstrating for our audience how any group of local community members/strangers with a unifying goal, have the power to change lives if they simply show up for one another."

"We are so honored that Shelly, Gillian and Debra have come to us to help tell their stories. Each episode will embody the ethos and the power of storytelling that has made Chicken Soup for the Soul such a beloved brand around the world," said Michael Winter, SVP of Production for Chicken Soup for the Soul Studios.

About Chicken Soup for the Soul Entertainment

Chicken Soup for the Soul Entertainment (Nasdaq: CSSE) provides premium content to value-conscious consumers. The company is one of the largest advertising-supported video-on-demand (AVOD) companies in the US, with three flagship AVOD streaming services: Redbox, Crackle, and Chicken Soup for the Soul. In addition, the company operates Redbox Free Live TV, a free ad-supported streaming television service (FAST), with over 150 channels as well as a transaction video on demand (TVOD) service, and a network of approximately 34,000 kiosks across the US for DVD rentals. To provide original and exclusive content to its viewers, the company creates, acquires, and distributes films and TV series through its Screen Media and Chicken Soup for the Soul TV Group subsidiaries. Chicken Soup for the Soul Entertainment is a subsidiary of Chicken Soup for the Soul, LLC, which publishes the famous books 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 to Item 1A (Risk Factors) in the Company's Quarterly Report on Form 10-Q for the three- and nine-month period ended September 30, 2022, filed with the SEC on November 14, 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, August 12, 2022, and November 14, 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.

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Source: Chicken Soup for the Soul Entertainment