



## **Crackle Connex Joins Advertising Industry Standard Geopath for Out-of-home Audience Measurement for Redbox Kiosk Video Screens**

April 26, 2023

*Membership will also provide agencies access to planning tools to enhance advertising audience measurement*

COS COB, Conn.--(BUSINESS WIRE)--Apr. 26, 2023-- Chicken Soup for the Soul Entertainment (NASDAQ: CSSE) today announced that Crackle Connex, the company's sales platform, has signed to become a member of Geopath, the not-for-profit organization that provides the industry standard audience metrics for out-of-home (OOH) advertising. Crackle Connex will begin using Geopath data to understand audience targeting, audience measurement, and return on ad spend (ROAS) for more than 2,700 video screens on top of Chicken Soup for the Soul Entertainment's Redbox kiosks nationwide.

Redbox continues to aggressively add video screens, which provide promotional messaging about upcoming titles and advertising opportunities for brands in high-traffic locations, including grocery stores, discount retailers, and convenience stores. Through Geopath, Crackle Connex will work with advertisers to target audiences more effectively and ensure their campaigns are successful.

"Geopath has built the most comprehensive platform for out-of-home audience measurement, which will be a massive asset for our brand partners' campaigns on our Redbox kiosk video screens," said Philippe Guelton, chief revenue officer of Crackle Connex. "With a greater understanding of the target audience, we can help ensure the success of these campaigns."

"As the retail media network segment of OOH continues to rapidly grow and deliver high-impact results, I am pleased to welcome Crackle Connex as a new member of Geopath," said Dylan Mabin, president of Geopath. "As the industry's foundational source for measuring the value of OOH inventory, Geopath is uniquely equipped to provide our membership with the insights needed to increase the precision and accuracy of audience metrics, and ultimately enable advertisers to maximize the full potential of their OOH campaigns."

### **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 160 channels as well as a transaction video on demand (TVOD) service, and a network of approximately 32,000 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 book series and produces super-premium pet food under the Chicken Soup for the Soul brand name.

### **About Geopath**

Founded in 1933, Geopath is the industry standard that powers a smarter OOH marketplace through state-of-the-art audience location measurement, deep insights and innovative market research. The organization is headquartered in New York and governed by a tripartite board composed of advertisers, agencies and media companies spanning the entire United States.

### **Forward-Looking Statements and Available Information**

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 risks relating 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, ability to achieve and sustain market acceptance of our content streaming services and other content offerings, ability to recruit and retain officers, key employees, or directors, ability to protect our intellectual property, ability to complete and integrate into our existing operations future strategic acquisitions, ability to manage growth, ability to pay dividends and our debt obligations, as well as evolving regulatory or other operational risks, and risks presented by changing general market conditions impacting demand for our services. For a more complete description of these and other risks and uncertainties, please refer to Item 1A (Risk Factors) in the Company's Annual Report on Form 10-K for the year ended December 31, 2022 filed with the SEC on March 31, 2023. 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, November 14, 2022 and thereafter from time to time, and all exhibits filed with respect to such reports. 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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