



## **Crackle Connex Works With Amazon Publisher Direct to Provide New Advertising Capabilities on Its Content and Apps**

September 13, 2023

*Crackle Connex has implemented a streamlined integration path between Amazon Publisher Direct and AWS Elemental MediaTailor, helping Amazon DSP advertisers access supply across more devices*

*Free streaming service Crackle will become one of the first third-party publishers to support Amazon Interactive Video Ads, allowing consumers to learn more about a product or add a product to their Amazon shopping cart directly from the screen during an ad break. Chicken Soup for the Soul and Redbox apps are expected to support Interactive Video Ads a short time later*

*Redbox will launch on Fire TV later this year, expanding Crackle Connex inventory available through Amazon Publisher Direct*

COS COBB, Conn.--(BUSINESS WIRE)--Sep. 13, 2023-- Crackle Connex, Chicken Soup for the Soul Entertainment's (NASDAQ: CSSE) advertising sales division, today announced that they are working to provide new advertising capabilities for its AVOD and FAST services.

Crackle Connex implemented a streamlined integration path between Elemental MediaTailor from Amazon Web Services (AWS) and Amazon Publisher Direct, opening up supply to Amazon DSP advertisers across more devices. In addition, Redbox will launch a stand-alone app on Fire TV later this year, expanding the Crackle Connex premium AVOD inventory as well as be available through Amazon Publisher Direct.

Lastly, free streaming service Crackle, will become one of the first third-party publishers to support Amazon's Interactive Video Ads, enabling Amazon DSP advertisers to activate these ads via Amazon Publisher Direct. Interactive Video Ads allow consumers to learn more about a product or add a product to their Amazon shopping cart using their voice or remote, turning a traditionally passive viewing experience into one that actively engages them. Interactive Video Ads will first become available on the Crackle app, followed by the Chicken Soup for the Soul and Redbox apps a short time later.

"Working with Amazon Publisher Direct gives us access to new capabilities and allows us to leverage its growing offerings to the video advertising community," said Philippe Guelton, chief revenue officer of Chicken Soup for the Soul Entertainment. "There is so much interoperability that will continue to be uncovered as Crackle Connex provides world-class streaming programming and leverages enhanced video advertising support from Amazon Publisher Direct."

### **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 nearly 180 FAST channels as well as a transaction video on demand (TVOD) service, and a network of approximately 29,000 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.

### **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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