



## **Antoine Wade and Rhyan Lamarr's Sneaker Fashion Meets Hip-Hop Series Just for Kicks to Premiere October 19 Exclusively on Crackle**

October 12, 2023

*Produced by Rhyan LaMarr, Antoine Wade, and Marcus Andrews, sneaker culture series guest stars include Allen Iverson, Jordan Clarkson, Rich the Kid, Bun B, Barton Fitzpatrick, and many others*

*Hosted by millennial influencers Don Benjamin, DJ Whoo Kid, Wes Armstrong, Young Wayne and Jadi Torres, the series focuses on the latest in sneaker culture*

COS COB, Conn.--(BUSINESS WIRE)--Oct. 12, 2023-- Chicken Soup for the Soul Entertainment (NASDAQ: CSSE) today announced the sneaker lifestyle meets hip-hop culture series *Just for Kicks* will premiere on October 19 exclusively on the free streaming service Crackle. The series comes from producer/director Rhyan LaMarr and entrepreneur Antoine Wade and features well-known entertainment and NBA stars, including Allen Iverson, Jordan Clarkson, John Salley, Rich the Kid, Bun B., Adam Waheed, Liane V., Barton Fitzpatrick, and many others.

Hosted by millennial influencers Don Benjamin, Wes Armstrong, and Jadi Torres, *Just for Kicks* brings together a diverse range of guests to discuss their most exciting shoe stories and reveal the reasons behind some of the boldest fashion choices ever. The series features a range of games and challenges like never before that are sure to stump even the most confident shoe aficionados.

*Just for Kicks* features interviews with celebrities from across sports, fashion, movies, and music, including 11-time NBA All-Star and Hall of Famer Allen Iverson, Utah Jazz guard Jordan Clarkson, 4-time NBA champion John Salley, music icons Bun B. and Rich the Kid, and actors Jessie T. Usher from *The Boys*, and Barton Fitzpatrick from *The Chi* and *Power Book IV: Force*. *Just for Kicks* also has on the 1s and 2s, world-famous DJ Whoo Kid, who does more than play music – while comedian and host Wayne Young keeps the audience involved as the MC of the party.

Executive producer Rhyan LaMarr said, "Being able to produce a show like this was a breath of fresh air with hip hop turning 50 this year and how electrifying that feels. It was amazing being a part of a show that embodies the fabric of the culture, fashion, and music, all woven together creatively for the people, made by the people, to identify with the people. It's going to be a fun ride on Crackle!"

"Just For Kicks is a unicorn of a series bringing a fun blend of fashion, music, sports, and entertainment that touches on every aspect of hip-hop culture," said Michele Fino, head of branded content for Chicken Soup for the Soul Entertainment. "We're thrilled to launch it next week, exclusively on Crackle."

### **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.

### **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, as amended. 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.

(PRESS)

Peter Binazeski

Chicken Soup for the Soul Entertainment

[pbinazeski@chickensoupforthesoul.com](mailto:pbinazeski@chickensoupforthesoul.com)

Chris Woolsey

Chicken Soup for the Soul Entertainment

[Chris.Woolsey@crackle.com](mailto:Chris.Woolsey@crackle.com)

(INVESTOR RELATIONS)

Zaia Lawandow

Chicken Soup for the Soul Entertainment

[zlawandow@chickensoupforthesoul.com](mailto:zlawandow@chickensoupforthesoul.com)

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