



Chicken Soup for the Soul Entertainment Announces New TV Series, Chicken Soup for the Soul's Animal Tales

January 2, 2019

Series Sponsored by Chicken Soup for the Soul Pet Food and American Humane

Show to Debut Nationwide on The CW on Saturday, January 5, 2019

COS COB, Conn., Jan. 02, 2019 (GLOBE NEWSWIRE) -- Chicken Soup for the Soul Entertainment, Inc. ("CSS Entertainment") (Nasdaq: CSSE), a growing media company building online video on-demand ("VOD") networks that provide positive and entertaining video content for all screens, today announced a new pet-themed TV series, *Chicken Soup for the Soul's Animal Tales*.

"Chicken Soup for the Soul has been successfully creating pet-related content and products for quite some time now," noted William J. Rouhana, chairman and chief executive officer. "From our pet-themed books to our line of premium pet food and treats, Chicken Soup for the Soul consistently encourages the well-being of animals."

Chicken Soup for the Soul's Animal Tales will consist of 15 half-hour episodes and will be sponsored by Chicken Soup for the Soul Pet Food and American Humane, the country's first national humane organization. Chicken Soup for the Soul Pet Food makes a complete line of super premium dog and cat food, made from the finest natural ingredients for every stage of pet life. American Humane has sponsored content with CSS Entertainment in the past, telling the heroic and inspiring stories of the safety, welfare, and well-being of animals.

"We're excited to sponsor this great television series that will celebrate everything pets and animals add to our lives. The series will bring awareness to our mission of helping all pets eat well, whether that's by making super premium pet food that is affordable or donating millions of meals to shelter pets every year," said Chris Mitchell, chief executive officer of Chicken Soup for the Pet Food. "People are always so reassured to find out that our pet food is from the same brand that has brought inspiration and joy into millions of homes for decades through its well-loved book series. I think this television series will help even more people make that connection."

"American Humane is first to serve in promoting and nurturing the connection between people and animals," said Dr. Robin Ganzert, president and chief executive officer of American Humane. "We look forward to being a part of a series that showcases these bonds and tells the stories of exceptional animals and the relationships we have with them."

The series will air weekly on The CW on Saturday mornings beginning January 5, 2019 during the "One Magnificent Morning" block.

ABOUT CHICKEN SOUP FOR THE SOUL ENTERTAINMENT

Chicken Soup for the Soul Entertainment, Inc. is a growing media company building online video on-demand ("VOD") networks that provide positive and entertaining video content for all screens. The company also curates, produces and distributes long- and short-form video content that brings out the best of the human spirit, and distributes online content through its wholly-owned subsidiary, A Plus. The company is aggressively growing its business through a combination of organic growth, licensing and distribution arrangements, acquisitions, and strategic relationships. The company is also expanding its partnerships with sponsors, television networks and independent producers. The company's subsidiary, Screen Media, is a leading global independent television and film distribution company that owns one of the largest independently owned television and film libraries. The company also owns Popcornflix®, a popular online advertiser-supported VOD ("AVOD") network and Pivotshare, a leading subscription-based VOD ("SVOD") platform. Chicken Soup for the Soul Entertainment is a subsidiary of Chicken Soup for the Soul, LLC.

ABOUT AMERICAN HUMANE

Founded in 1877, American Humane is the country's first national humane organization. For more information, visit www.americanhumane.org.

FORWARD-LOOKING STATEMENTS

This press release includes forward-looking statements that involve risks and uncertainties. Forward-looking statements are statements that are not historical facts. Such forward-looking statements are subject to risks (including those set forth in the offering circular) and uncertainties which could cause actual results to differ from the forward-looking statements. The company expressly disclaims any obligations 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. Investors should realize that if our underlying assumptions for the projections contained herein prove inaccurate or that known or unknown risks or uncertainties materialize, actual results could vary materially from our expectations and projections.

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