



Chicken Soup for the Soul Entertainment's Free Crackle App to Launch on TCL

June 25, 2021

A New Ad-Supported Experience and Access to Crackle's Thousands of Movies and TV Series Including Crackle Original and Exclusive Titles

COS COB, Conn., June 25, 2021 (GLOBE NEWSWIRE) -- Chicken Soup for the Soul Entertainment Inc. (Nasdaq: CSSE), one of the largest operators of streaming advertising-supported video-on-demand (AVOD) networks, today announced the agreement to launch an android powered, Crackle-branded application on TCL's service.

TCL's audience will gain access to the immense Crackle Plus library of studio film titles and classic TV series as well as an evolving list of original and exclusive programming that uplifts, entertains, and inspires audiences such as *PROMISELAND*, *Playing With Power: The Nintendo Story*, *Bucket List*, *Sew the Winter to My Skin*, *Insomnia*, *Lennox Lewis: The Untold Story*, *Robert the Bruce*, *Spides*, *Anything is Possible: The Serge Ibaka Story*, *Road to Race Day*, *The Clearing*, and *Going From Broke*, now in its second season.

"Crackle's deep library of award winning movies and TV shows will enable the TCL customer to have even more choice across a variety of topics and content genres," said President of Crackle Plus, Philippe Guelton. "With this new touchpoint for Crackle, we are enabling additional reach and frequency for our advertisers who look to Crackle Plus to build out a growing audience of viewers."

Crackle Plus linear and VOD networks are available in the U.S. and can be accessed on 31 devices and services including Amazon FireTV, RokuTV, Apple TV, Smart TVs (Samsung, LG, Vizio), gaming consoles (PS4 and XboxOne), Plex, iOS and Android mobile devices and on desktops at Crackle.com. Crackle is also available in approximately 500,000 hotel rooms in the Marriott Bonvoy chain.

In addition to Crackle, the Crackle Plus network is made of Popcornflix, Popcornflix Kids, Truli, Popcornflix Comedy, Frightpix, and Espanoflix, as well as the subscription video-on-demand (SVOD) platform Pivotshare.

ABOUT CHICKEN SOUP FOR THE SOUL ENTERTAINMENT, INC.

Chicken Soup for the Soul Entertainment, Inc. (Nasdaq: CSSE) operates streaming video-on-demand networks (VOD). The company owns Crackle Plus, which owns and operates a variety of ad-supported and subscription-based VOD networks including Crackle, Popcornflix, Popcornflix Kids, Truli, Pivotshare, Espanoflix and Frightpix. The company also acquires and distributes video content through its Screen Media subsidiary and produces original long and short-form content through Landmark Studio Group, Chicken Soup for the Soul Unscripted, APlus.com and Halcyon Television. 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.

CRACKLE PLUS, A CHICKEN SOUP FOR THE SOUL ENTERTAINMENT, INC. COMPANY

Crackle Plus owns and operates ad-supported VOD networks Crackle, Popcornflix and Chicken Soup for the Soul, making it one of the largest AVOD streaming platforms in the U.S. Crackle Plus has AVOD rights to over 11,000 films and 22,000 episodes of television series. Crackle Plus networks premiere at least one original and one exclusive program each month, differentiating it from other AVODs. Chicken Soup for the Soul Entertainment, Inc. (Nasdaq: CSSE) owns Crackle Plus and also acquires and distributes video content through its Screen Media subsidiary and produces original long and short-form content through Halcyon Television, Landmark Studio Group, its Chicken Soup for the Soul Unscripted division and APlus Productions. Chicken Soup for the Soul Entertainment, Inc. 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

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. Forward-looking statements are subject to known and unknown risks and uncertainties, including but not limited to those risks set forth in the Company's Annual Report on Form 10-K for the year ended December 31, 2020. If any of these risks materialize or our assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. These forward-looking statements 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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