



Chicken Soup for the Soul Entertainment's Popcornflix Channel Launches on Redbox Free Live TV

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COS COB, Conn., July 09, 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 launch of a Popcornflix FAST channel on Redbox's Free Live TV.

With this launch, Redbox viewers can now enjoy the Popcornflix channel which includes an extensive free library of studio action, thriller, and adventure film titles such as *The Girl With the Dragon Tattoo*, *Escape From Sobibor*, *Croczilla*, and *The Ultimate Weapon*, as well as Crackle originals such as *The Clearing*, *Heroes of Lucha Libre*, and *After the Murder of Albert Lima*.

President of Crackle Plus, Philippe Guelton said, "We are thrilled to bring Redbox viewers Popcornflix's growing library of action and adventure movies, docu-series, sports content, and classic TV, with more fresh content added monthly than almost any other ad-supported platform."

"For millions who turn to Redbox for entertainment, it's vital for us to align with brands and content we know resonate with our audience," said Galen Smith, CEO of Redbox. "With a continually refreshed lineup of popular movies and entertainment, Popcornflix is a great addition to Free Live TV. With the addition of Popcornflix, there's even more to discover and enjoy for free."

Redbox has been a leader in quality home entertainment for nearly two decades, delivering choice and value to customers and partners across physical and digital channels. Redbox delivers entertainment to 40 million customers across multiple entertainment windows including film distribution, premium video on demand (PVOD), transactional video on demand (TVOD), Free Live TV and Free On Demand (AVOD).

The three primary Crackle Plus networks, Crackle, Popcornflix, and Chicken Soup for the Soul, are rolling out to new distribution touch points on up to 41 platforms on an ongoing basis as either AVOD or FAST channels. The Crackle Plus networks are currently distributed through 49 touchpoints in the U.S. with plans to expand to 64 touch points 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.

ABOUT CHICKEN SOUP FOR THE SOUL ENTERTAINMENT

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, Españolflix 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.

ABOUT REDBOX

Redbox is America's leading destination for affordable new-release movies and entertainment with more ways to watch than any other home entertainment provider. Redbox delivers value and convenience through unparalleled choice across content, platforms, rental and purchase options, and price points. The company recently announced a definitive agreement to combine with Seaport Global Acquisition Corp. (Nasdaq: "SGAM," "SGAMU," and "SGAMW"), a publicly traded special purpose acquisition company. The transaction, which will result in Redbox becoming a publicly traded company, is expected to accelerate Redbox's ongoing transformation to offer customers and partners a multi-product experience across physical and digital channels. The company's expanding streaming offering includes digital rental and purchase as well as free live TV and free On Demand content, and complements Redbox's nationwide footprint of more than 40,000 entertainment kiosks, conveniently located where consumers already shop. Redbox Entertainment, a new content acquisition and production division, has further transformed Redbox into a multi-channel content provider. For more information, visit redbox.com.

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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