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Dove Channel Announces Strategic Partnership with Premier Homeschool Resource, The Old Schoolhouse®, to Support Homeschooling Initiative

Dove Channel is the Leading Streaming Service Offering Family-Friendly Content Specifically for Homeschooling Parents

LOS ANGELES--(BUSINESS WIRE)-- As the homeschooling industry continues to grow in the United States, Cinedigm Corp.'s (NASDAQ: CIDM) Dove Channel today announced a strategic partnership with SchoolhouseTeachers.com, a division of *The Old Schoolhouse*®. The partnership will kick off with a bundled holiday sale on Wednesday, November 23, that features a discounted rate for SchoolhouseTeachers.com (\$99 vs. \$139 for annual subscription), which includes access to more than 300 classes for all ages, and a free one-year add-on to Dove Channel. The bundle promotion will end December 2.

Dove Channel serves the faith and family audience, offering a wide variety of content from meaningful mainstream movies, independent films, and documentaries, to heartwarming TV series and children's programs. The specialized streaming service offers the homeschooling community video content geared specifically to homeschooling families that meet The Dove Foundation™ rating system that ranks programs in six key areas: sexuality, language, violence, drug and alcohol use, nudity, and other, to ensure appropriate programming for families.

The partnership with *The Old Schoolhouse*® and SchoolhouseTeachers.com is the latest in a long line of homeschooling initiatives from Dove Channel. In the last six months, Dove Channel homeschooling partnerships have included six state organizations, including Arizona Families for Home Education, Indiana Association of Home Educators, Home School Building of Michigan, Christian Homeschool Association of Pennsylvania, Christian Homeschoolers Association of South Carolina, and Homeschool Educators Association of Virginia. Five more state homeschooling organizations have expressed interest in participating.

The service also teamed up with national homeschool conferences and events such as Homeschool Teacher Appreciation Day and companies like Apologia and Hip Homeschool Moms. Additional parenting organization support includes partners such as Hearts at Home, KidsFirst!, Well Planned Gal, Busy Mom, and Cross & Quill Media. In these partnerships, homeschooling parents generally receive access to the curated content at a discounted rate, as well as access to an ongoing collection of crucial curriculum from partners.

"As modern homeschooling curriculum continues to shift into the digital space, Dove Channel provides high-quality video content through a trusted, easily accessible platform to help enhance at-home learning," said Faye Walker, SVP Marketing & Acquisitions. "We discovered many homeschoolers were facing challenges when searching for age-appropriate video course material, and we wanted to create a safe, integrity-driven tool that would supplement homeschooling curriculum."

Dove Channel's subscription-based offering is \$4.99 per month. The programming can be viewed across a broad spectrum of connected devices including Roku Players and Roku TV models, Android and iOS, Samsung Smart TV, the Web, and mobile and tablet devices. Additionally, Dove Channel, along with Cinedigm's CONtv and Docurama, are available to Amazon Prime members as part of Amazon's new Streaming Partners Program. Prime members can view Cinedigm's channels with the Amazon Video app available across hundreds of devices. Later this month, Dove Channel, along with CONtv will be available on LeEco smart phones and TVs.

All Dove Channel content is sortable and searchable, and homeschoolers will soon be able to easily create customized, password-protected "shelves" where exclusive videos and curriculum can be stored for a personalized homeschool network. Dove Channel currently offers over 300 homeschooling titles, and shelving curriculum categories include Bible studies, science, literature, and history — all organized by age, offering engaging video content in accordance with the Dove Faith & Family Seal of Approval. The proprietary rating system and family filter tool also allows parents to customize viewing preferences for their families.

"We are so pleased to be able to partner with Dove Channel for this special promotion that meets the needs of many families. It's a challenge to navigate the world of movies and videos. Dove Channel helps families discover the educational treasures and avoid the junk." ~Gena Suarez, Publisher, *The Old Schoolhouse*® Magazine

"I love Dove Channel! It provides me with peace of mind, and my kids enjoy what they're watching. The programs here are family friendly and Busy Mom approved!" ~Heidi St. John

"In the battle for the hearts and minds of our children, it is encouraging to see that new weapons are being formed to help families, especially on the battleground of television and movies. The Dove Channel is one such weapon, and our family has been grateful for the advent of this wonderful media option. As homeschoolers, we especially appreciate the ability to supplement our Bible, history, and literature studies with quality movies and documentaries free of immoral content." ~Angela Newson, Cross & Quill

Currently, Dove Channel is running a holiday fundraising initiative, which donates part of the subscription price back to the organization through an affiliate program to support local homeschool education and resources. Any interested homeschool organizations should contact Alex Viglione, Manager Affiliate Marketing, at aviglione@cinedigm.com and inquire about the holiday fundraising program, which runs through December 31, 2016.

An obvious curator of faith and family content, The Dove Foundation™ is a nonprofit organization dedicated to encouraging the entertainment industry to create, produce, and distribute more movies and television shows that are appropriate for family viewing. Each month, hundreds of thousands of visitors rely on The Dove Foundation™ for up-to-date reviews of movies, TV shows, DVDs, and books. Hand in hand with this philosophy, the foundation is also committed to helping the public easily identify family-friendly entertainment, encouraging them to show their support for this approved content.

For more information on Dove Channel, please visit www.dovechannel.com.

ABOUT DOVE CHANNEL:

Dove Channel was developed in response to caring consumers who want to make informed choices when selecting entertainment. New streaming technologies make it challenging to locate films that do not offend your sensitivities or violate your values. Dove Channel provides a safe walled garden with hundreds of movies and TV series that reflect the time-honored standards of [The Dove Foundation](http://www.DoveFoundation.com)™, known for its trusted Faith & Family Dove Seals of Approval. As a member, consumers take advantage of our unique Customization Tool which gives you complete control by selecting the type of entertainment that exactly fits your tastes and personal preferences. www.DoveChannel.com

ABOUT CINEDIGM:

Cinedigm is a leading independent content distributor in the United States, with direct relationships with thousands of physical retail storefronts and digital platforms, including Wal-Mart, Target, iTunes, Netflix, and Amazon, as well as the national Video on Demand platform on cable television. The company's library of films and TV episodes encompasses award-winning documentaries from Docurama Films, next-gen indies from Flatiron Film Company, acclaimed independent films and festival picks through partnerships with the Sundance Institute and Tribeca Films, not to mention a wide range of content from brand name suppliers including National Geographic, Discovery, Scholastic, NFL, Shout Factory, Hallmark, Jim Henson, and more.

Additionally, given Cinedigm's infrastructure, technology, content and distribution expertise, the company has rapidly become a leader in the quickly evolving over-the-top digital network business. Cinedigm's first channel, Docurama, launched in May 2014 and is currently available on iOS, Roku, Xbox, and Samsung, with additional platforms currently being rolled out. Cinedigm launched CONtv, a Comic Con branded channel in partnership with Wizard World, on March 3, 2015. The company's third OTT channel, Dove Channel, launched on September 15, 2015, and is a digital streaming subscription service targeted to families and kids seeking high quality and family friendly content approved by Dove Foundation.

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ABOUT THE OLD SCHOOLHOUSE® and [SCHOOLHOUSETEACHERS.COM](http://SchoolhouseTeachers.com):

The Old Schoolhouse® Magazine Company has developed into one of the foremost homeschooling companies in the world. From its humble beginnings as an email newsletter written by Gena Suarez to answer the questions of a few homeschoolers, *The Old Schoolhouse®* now includes *The Old Schoolhouse® Magazine*, a full-color print magazine that offers encouragement and practical advice; SchoolhouseTeachers.com, a course-curriculum membership platform with exceptional academic content; and *Molly Green Magazine*, a print magazine and homesteading membership community that offers advice and tips for living a simple, healthy lifestyle. *The Old Schoolhouse®* is a place where people can find a community of caring, helpful, supportive individuals who have a heart for the Lord and for serving each other.

Once *The Old Schoolhouse® Magazine* became accessible online in a digital format, there was an opportunity to reach the homeschool community in another way. The idea for SchoolhouseTeachers.com was born from a collaborative effort among

staff members. Making its debut in 2012 as a supplemental curriculum online platform, it has grown over the past four years into a robust curriculum with over 300 online classes available to thousands of families who are part of the membership community.

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