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Dove Channel Announces Strategic Partnership with FamilyShare Network

LOS ANGELES--(BUSINESS WIRE)-- Cinedigm Corp's (NASDAQ: CIDM) Dove Channel today announced a strategic partnership with FamilyShare Network. The multi-faceted partnership unites one of the leading faith and family social media networks with a trusted and safe family entertainment channel. This unique partnership includes combined promotional opportunities for advertisers, special family movie night screens, sales incentives and more. Together, FamilyShare Network and Dove Channel include an OTT Channel, 100 social media channels, 4 websites and over 100 million follows.

FAMILYSHARE NETWORK is the largest and first family-oriented social content network. Operated by Deseret Digital Media—a leading family-oriented media company that runs digital ventures including leading news, travel and sports sites—FamilyShare.com is dedicated to providing its audience with everyday, practical solutions on how to live more fulfilling lives. 450+ contributing writers and editors create engaging, viral content providing helpful insight and life lessons on how to improve familial relationships for the FamilyShare sites.

Dove Channel also 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 families a safe entertainment choice utilizing The Dove Foundation™ rating system, which ranks programs in six key areas: sexuality, language, violence, drug and alcohol use, nudity, and other, to ensure appropriate programming for families.

"We share the same core values and audience," said Faye Walker, SVP Marketing & Acquisitions. "Each of our respective companies is focused on providing valuable information and services to families. Our partnership is a natural outcrop of our collective missions, and provides advertisers with a unique and valuable opportunity if they want to reach women, ages 18-44."

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.

"Content consumption patterns show how families today care about media, and how it impacts their lives and the lives of their children. Cinedigm, via the Dove Channel, is uniquely positioned to provide wholesome, relevant content through adaptive platforms to our ever demanding audiences," said Saul I. Leal, General Manager of FamilyShare Network. "The FamilyShare Network is eager to embark in this partnership to offer trusted content from the Dove Foundation to millions of people worldwide."

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.

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://TheDoveFoundation.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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