



November 1, 2016

Cinedigm's Dove Channel Introduces Dove NOW, A Continuous Stream of Hand-Picked, Quality, Dove-Approved Content Available On Air 24/7

The 24/7 programmed channel showcases a mix of the channel's best movies and TV shows, from family classics like "The Little Rascals" to award-winning films like "The Perfect Wave"

LOS ANGELES--(BUSINESS WIRE)-- Cinedigm (NASDAQ: CIDM) announced today that their OTT family streaming service, The Dove Channel, now offers Dove NOW, a 24/7 programmed channel featuring a mix of the channel's best movies and TV shows. Expanding the Dove Channel offering with inspiring and uplifting content curated by day part and demographics, Dove NOW offers pre-programmed family classics like "The Little Rascals" to award-winning films like "The Perfect Wave," to give you the ultimate viewing experience.

Dove Channel currently has a library of almost 1,400 pieces of content, including nearly 500 films and 900 television episodes approved by the Dove Foundation and ranks as the largest library of faith-based & family-friendly content in the OTT marketplace.

Dove NOW features kids programming blocks scheduled in the morning and early afternoon, and blocks containing more adult fare from fringe to primetime.

"We wanted to provide our subscribers with a fresh, family-friendly take on the traditional TV experience allowing them to sit back, relax and enjoy the channel, while simultaneously enhancing their ability to discover more content on the service," said Erick Opeka, EVP Digital Networks, Cinedigm. "Dove NOW is currently available for subscribers only, but we will be rolling out a new AVOD version for our registered users soon."

A subscription-based offering at \$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.

About Cinedigm (NASDAQ: CIDM)

Cinedigm is a leading independent content distributor in the United States, with direct relationships with thousands of digital platforms and retail storefronts, including iTunes, Netflix, Amazon, Wal-Mart and Target, as well as the national Video on Demand platform on cable television. Cinedigm has a distribution library of over 60,000 film and TV episodes.

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, Amazon Prime, Xbox and Samsung, with additional platforms currently being rolled out. Cinedigm launched CONtv 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. Combined, the three streaming channels currently provide more than 5,500 hours of content to viewers across more than 3 million app downloads.

Cinedigm™ and Cinedigm Digital Cinema Corp™ are trademarks of Cinedigm Corp. www.cinedigm.com. [CIDM-G]

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20161101006850/en/>

Cinedigm
Jill Newhouse Calcaterra
310-466-5135
jcalcaterra@cinedigm.com

Source: Dove Channel

News Provided by Acquire Media