



March 2, 2017

## **Cinedigm and DUB3 announce Strategic Development and Distribution Deal for eSports and Pop Culture Programming**

LOS ANGELES--(BUSINESS WIRE)-- Cinedigm (NASDAQ: CIDM), a leading independent content distributor and operator of OTT networks, announced today a development and distribution deal with DUB3, a production and distribution company focused on experiential entertainment. Under the deal, the companies will jointly develop and executive produce a slate of millennial-targeted unscripted and event-based show formats focused on eSports and Pop Culture, which will be distributed on Cinedigm's digital networks and ancillary markets.

The pact will focus on the development and distribution of up to six programs over the coming year, focusing on content that will appeal to Cinedigm's multi-platform audiences on CONtv, Docurama, and the recently announced Wham Network.

As founding members and operators of the Indy PopCon pop culture convention in Indianapolis, IN, the DUB3 management team has over 30 years collective experience producing and developing pop-cultural events in the fandom, gaming, and millennial entertainment sectors. Most recently, DUB3 worked directly with Microsoft for production of live Halo Championship Series events and built a state-of-the-art temporary gaming stadium for the 2016 PopCon convention.

Under the deal, DUB3 will leverage both ongoing convention events as well as upcoming eSports competitions from around the country, providing Cinedigm's network viewers an inside look at must-see panels, events and exclusive interviews with some of the most beloved stars in film, television, social media, and the eSports universe.

The first show under the agreement, tentatively titled *Game Train*, is currently in production. DUB3 is currently wrapping up post-production on two additional scripted series: *The Grindhouse* starring Andrew Stevens, as well as *American Resurrection*.

"We're excited to partner with a company that truly understands our audience," said Erick Opeka, EVP of Digital Networks. "The team at DUB3 understands how to produce great events that translate to great content experiences for our networks, and we look forward to bringing their concepts broadly to market."

"It is a privilege for DUB3 to be involved with Cinedigm," said Bill Dever, CEO of DUB3. "To have such a visionary and supportive partner is a rarity, we look forward to helping define the next generation of filmed entertainment."

"Cinedigm has a solid grasp of where the entertainment market is evolving," says Shawn Smith, Marketing Director for DUB3. "We are very privileged to have a distribution partner who can truly help build markets that will shape the future of filmed entertainment."

### **About DUB3**

DUB3 is a cutting-edge developer of experiential entertainment content for the ever-changing entertainment marketplace and is owned by individuals who have a strong background in fan convention development, game promotion, and motion picture production. DUB3 understands that while the growing base of Millennial consumers grasp technology, they also crave the building of their own self-defined communities and prefer experiential opportunities over material possessions. They follow their own schedules; binge watching entire seasons of shows in one night. They listen and engage with one another, often without ever meeting face-to-face. They deeply care about their peers' opinions and their well-being. It is that market which shapes DUB3's market perspective.

### **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. 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, operating three OTT networks including Docurama, CONtv, and THE DOVE CHANNEL.

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