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## Scholastic Extends Multi-Year Partnership With Cinedigm for North American Home Entertainment Distribution

**Deal encompasses popular *The Magic School Bus*, *Storybook Treasures* and *Stellaluna***

LOS ANGELES--(BUSINESS WIRE)-- Scholastic has extended their multi-year partnership with Cinedigm (NASDAQ: CIDM) as the distributor for a variety of home entertainment programming in the US and Canada. The extension includes both physical retailers and manufacture-on-demand opportunities.

As part of the multi-year extension, Cinedigm will bring *Storybook Treasures*, *Stellaluna* and the original *The Magic School Bus* TV series to retailers in North America. This fall, Cinedigm will release three SKUs of *The Magic School Bus*, including *The Magic School Bus: Sky's the Limit*, *The Magic School Bus Takes First Place* and *The Magic School Bus: Greatest Original Episodes*.

*The Magic School Bus* TV series, based on the books by Joanna Cole and Bruce Degen, premiered in 1994 and is the longest running television science series, on the air for 18 consecutive years. In 2014, Netflix acquired the worldwide rights for the new animated series based on *The Magic School Bus*, *The Magic School Bus: Rides Again*.

Based on the beloved children's book by Janell Cannon, *Stellaluna* is an animated feature following an adorable fruit bat separated from her mother, who is adopted by a family of birds and soon finds that an open mind and an open heart can lead to the greatest gifts of all.

Award-winning and classic children's stories are faithfully adapted and brought vividly to life with the Scholastic *Storybook Treasures* line. From the Maurice Sendak classic *Where the Wild Things Are*, to the beloved adventures of Curious George and Corduroy, parents and children alike can read along on screen with these classic treasures, featuring celebrity narration from Sarah Jessica Parker, Meryl Streep, James Earl Jones, and many more. The *Storybook Treasures: The Classic Collection* line offers SKUs featuring 20 Stories collected on a theme (Best Friends, Fairy Tales, Holiday Adventures) at a value price.

"We have enjoyed working with Scholastic over the last 15 years and are thrilled to continue our partnership," stated Yolanda Macias, EVP, Content Acquisitions and Digital Sales, Cinedigm. "Scholastic's goal is to 'Open a World of Possible for children across the globe' and we are thrilled to help them fulfill that mission."

### About Cinedigm

Cinedigm powers custom content solutions to the world's largest retail, media and technology companies. We provide premium feature films and series to digital platforms including iTunes, Netflix, and Amazon, cable and satellite providers including Comcast, Dish Network and DirecTV, and major retailers including Walmart and Target. Leveraging Cinedigm's unique capabilities, content and technology, the Company has emerged as a leader in the fast-growing over-the-top channel business, with four channels under management that reach hundreds of millions of devices while also providing premium content and service expertise to the entire OTT ecosystem.

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Cinedigm  
Jill Newhouse Calcaterra, 310-466-5135  
[jcalcaterra@cinedigm.com](mailto:jcalcaterra@cinedigm.com)

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