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Cinedigm and The WHAM Network Partner to Launch Global Gaming and eSports Streaming Network

24/7 Channel to Focus on News, Event and Lifestyle Programming for the \$90+ Billion Dollar eSports & Gaming Market

LOS ANGELES--(BUSINESS WIRE)-- Cinedigm (NASDAQ: CIDM) and The WHAM Network Inc, announced a partnership to launch The WHAM Network, a 24/7 streaming channel providing news, information and entertainment focused on the global eSports and Gaming lifestyle. The companies will jointly operate and market the channel, which will be available across all major connected mobile devices, gaming consoles, and set top boxes. Additionally, the companies are in talks with additional platforms, skinny bundle providers, and cable operators in order to make the channel broadly available on all modes of distribution. The channel is expected to launch in the third quarter of 2017.

Founded in 2016 by Gary Kleinman, with a dedicated team of native gamers, entertainment, media and advertising professionals, WHAM has over twenty original series slated for production, with a target of at least 160 hours of original programming in 2017. Ranging from news, celebrity gaming, and documentaries to reality, gaming competitions, live event coverage and more, WHAM will provide shows that inform, engage, and entertain the 2-plus billion gamers worldwide, from professional eSports teams to casual and competitive gamers.

"WHAM is extremely excited to launch this Gaming lifestyle and culture channel," says WHAM Founder/CEO Gary Kleinman. "We couldn't be happier than to work with the exceptional team at Cinedigm, an organization that has tremendous experience in all avenues of content distribution on a global basis."

In addition, WHAM will be hosting Button Mash Live, a consumer-centric Gaming festival to be held in the Los Angeles area in October 2017. Button Mash Live will be one of the first dedicated outdoor festivals for gamers of all levels and all games.

"We are thrilled to be working with Gary and the rest of the top-notch team at WHAM to bring this very timely streaming channel to audiences worldwide," said Chris McGurk, Cinedigm's Chairman and CEO. "Given the huge global market and fast growing consumer obsession with eSports and gaming, we fully expect this channel to resonate with audiences and provide a tremendous growth opportunity."

The WHAM Network is the fourth channel from Cinedigm's rapidly growing Digital Networks Group, which plans, launches and operates owned-and-operated as well as partner networks. Currently the company operates factual network Docurama, fandom lifestyle network CONtv, and family-focused Dove Channel. Combined, the three channels currently have approximately 3.34 million App downloads, 610,000 registered users and approximately 80,000 active subscribers. The company plans to continue to pursue additional network partnerships in the coming months.

"Wham Network is the perfect addition to our family of OTT brands," said Erick Opeka, EVP/ Digital Networks for Cinedigm. "Along with complementing our existing channels, our platform partners are intrigued by the concept, and we expect significant distribution for the network in year one."

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

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