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LiveXLive And Cinedigm Partner In Worldwide Distribution Agreement For Live Music Events And Original Content

LOS ANGELES, Aug. 7, 2017 /PRNewswire/ -- **Loton, Corp's** (OTC: LIVX) LiveXLive - a premium network focused on the live music lifestyle, including live streams of some of music's biggest festivals and events - and Cinedigm (NASDAQ: CIDM), a leading distributor of OTT networks and digital content, have partnered in a worldwide distribution agreement that will give music fans across the globe access to LiveXLive's live and original video programming.



Under the terms of the deal, Cinedigm will focus on circulating the LiveXLive service worldwide on cable, satellite, skinny bundles, and digital distributors, as well as distribution of LiveXLive's programming rights into the digital retail ecosystem, including Amazon, iTunes, and Netflix, among others.

Additionally, through a recent joint agreement with Cinedigm and Jungo TV, LiveXLive's channels and content will also be distributed onto cable, telecommunication, and technology companies in fast-growing, emerging markets, which represent over 2.5 billion consumers. Territories and countries targeted will include: China, South East Asia, India, Turkey, The Middle East and North Africa. The partnership will also extend to CIS nations (Commonwealth of Independent States), including Azerbaijan, Armenia, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Uzbekistan and Ukraine.

LiveXLive produces live streams of concert events, including Rock In Rio, Hangout Fest, Outside Lands, Paleo Fest, and more. The LiveXLive Influencer division identifies and produces original content from social influencer superstars, such as Amanda Cerny, King Bach and Jake Paul. Additionally, the company has packages of both original programming and rebroadcasts of music events and specials, interviews, behind-the-scenes access shows, documentaries, and news programming.

"Programmers, platforms, and most importantly, consumers, are demanding great 'experiential programming,'" said Erick Opeka, EVP of Digital Networks for Cinedigm. "LiveXLive's lineup of the world's best live music events and programming fills an immense void in the market, and we're excited to help deliver it to fans worldwide."

"Cinedigm is a true leader in global distribution. With this partnership, we will be able to extend our reach, so we can share our content with music fans worldwide," said Rob Ellin, CEO and chairman, LiveXLive.

As a part of the agreement, Cinedigm will distribute LiveXLive live broadcasts as well as interviews, "best of" festival moments, and other original content.

About Cinedigm

Cinedigm (NASDAQ: CIDM) 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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About LiveXLive Media, Inc. and LiveXLive, Corp

LiveXLive, Corp ("LiveXLive"), a wholly owned subsidiary of LiveXLive Media, Inc., is one of the world's only premium internet networks devoted to live music and music-related video content. Since LiveXLive's launch in 2015, LiveXLive has been building an online destination for music fans to enjoy premium live performances from music venues and leading music festivals around the world, such as Rock in Rio and Outside Lands Music and Arts Festival, Hangout Music Festival, as well as premium original content, artist exclusives and industry interviews. The LiveXLive platform has featured performances and content from some of the most popular artists in various music genres, including Rihanna, Katy Perry, Metallica, Duran Duran, Radiohead, Chance The Rapper, Bruce Springsteen, Major Lazer and Maroon 5. For more information, visit our website at www.livexlive.com and follow us on Facebook, Instagram and Twitter at [@livexlive](https://www.facebook.com/livexlive).

Forward-Looking Statement

All statements other than statements of historical facts contained in this press release are "forward-looking statements." These statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. These factors include uncertainties as to identifying, acquiring, securing and developing content, ability to attract and retain users, successfully implementing the company's growth strategy, including relating to its technology platform, management's relationships with industry stakeholders, changes in economic conditions, competition, and other risks including those described from time to time in Loton's filings with the SEC. These forward-looking statements speak only as of the date hereof and Loton and LiveXLive disclaim any obligations to update these statements except as may be required by law.

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