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Cinedigm Joins Forces with Global Technology Powerhouse LeEco to Launch New Streaming Content Program

Dove Channel and CONtv selected as key partners in LeEco's Expansion to U.S.

LOS ANGELES--(BUSINESS WIRE)-- Cinedigm Corp. (NASDAQ: CIDM) today announced a partnership with leading global company LeEco to launch a new streaming content program as part of LeEco's U.S. launch. Cinedigm's over-the-top streaming channels -- Dove Channel and CONtv--will be available to LeEco consumers on LeEco's ecophones and ecotvs. In addition, select Cinedigm content will also be available within Live, LeEco's innovative integrated content channel. The two companies are exploring additional partnership opportunities for channels and content both domestically and overseas.

LeEco is a leading global company that provides breakthrough experiences through an open, integrated ecosystem of streaming content, enabled by its Internet and cloud platform, and a wide array of next-generation connected smart devices - including smartphones, TVs, bikes, VR and electric cars.

The deal brings over 4,000 hours of high quality programming to LeEco customers.

Initial Cinedigm channels accessible within LeEco's ecosystem are:

- 1 **DOVE CHANNEL**, which is targeted to the family audience and offers meaningful mainstream movies, independent films, documentaries and heartwarming TV series and children's programs. All of Dove Channel's carefully curated content reflects the time-honored standards of The Dove Foundation and its trusted Seal of Approval.
- 1 **CONtv**, which is targeted to the enormous and avid Comic Con audience, comprised largely of Millennials. The channel currently boasts 2,500 hours of original programming, curated films and TV episodes, and exclusive Comic Con panel coverage from dozens of annual nationwide conventions.

"We are thrilled with this new partnership with LeEco, a remarkably inventive and fast growing global entertainment and technology powerhouse," said Chris McGurk, Cinedigm Chairman and CEO. "Having CONtv and Dove Channel included in LeEco's U.S. launch is another big step forward for our streaming OTT expansion. We look forward to working with LeEco on additional opportunities to supply more channels and content to support their North American expansion, as well as to explore opportunities to expand internationally on their ecosystem."

"This partnership with one of the world's most innovative companies continues our mission of expanding our channel footprint across new devices and platforms," said Erick Opeka, EVP of Digital Networks for Cinedigm. "This is our fourth major distribution deal this year, and underscores Cinedigm's critical role in delivering content and channels to the more than \$36 billion global OTT & video revenue business."

About Cinedigm

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, Xbox and Samsung, with additional platforms currently being rolled out. Cinedigm launched CONtv, a Comic Con branded channel, 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.

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