

BELICHICK, BRADY & NEW ENGLAND PATRIOTS COMPLETE HISTORIC COMEBACK TO CAPTURE FIFTH CHAMPIONSHIP IN SUPER BOWL LI

The Official, Must-Have NFL *Super Bowl LI Champions: New England Patriots* Commemorative Film Available on Blu-Ray™ Combo Pack, DVD & Digital HD, March 7, 2017

Los Angeles, CA (February 16, 2017) – In what will go down as one of the greatest games ever played, the New England Patriots overcame a 25-point deficit, scoring 31 unanswered points to defeat the Atlanta Falcons 34-28 in Super Bowl LI. This instant classic resulted in the Patriots hoisting the team's fifth Vince Lombardi Trophy in franchise history. With a series of thrilling drives, a historic comeback - featuring two successful two-point-conversions - was engineered by Super Bowl LI Most Valuable Player Tom Brady and Patriots head coach Bill Belichick in the first-ever Super Bowl to go to overtime.

Now, on March 7, 2017, Cinedigm (NASDAQ: CIDM), the National Football League (NFL) and NFL Films will team up to bring fans the most anticipated sports film of the year when *Super Bowl LI Champions: New England Patriots* is made available on Blu-Ray™ Combo Pack (\$34.93 SRP), DVD (\$24.99 SRP) and Digital (\$12.99 HD). Pre order is now available on iTunes:

<https://itunes.apple.com/us/movie/super-bowl-li-houston/id1188473872>

Super Bowl LI's second half saw the Patriots score 25 unanswered points to tie the game and send it to overtime. Tom Brady then expertly guided New England on a speedy, eight-play 75-yard drive, capped by a two-yard touchdown run by James White. With a comeback for the ages, Patriots won their fifth Super Bowl in nine trips, with seven appearances coming since 2001. Tom Brady was named the game's MVP, his fourth such award.

Super Bowl LI Champions New England Patriots will allow viewers to relive the team's epic journey from the beginning of the regular season, through a tumultuous and exciting 12-4 division-winning campaign, leading into playoff wins over the Houston Texans and Pittsburgh Steelers, concluding with the Super Bowl victory in Houston. With notoriously superb picture and action-packed sound, NFL Films displays the Patriots' win in Super Bowl LI from all sides. Fans can enjoy every play of the Patriots' remarkable comeback and go the behind the scenes, with never-before-seen footage that any devoted NFL and Patriots fan desires.

“As a long-term partner of the National Football League and NFL Films, we are honored to work together to bring these annual, season-long commemorative films to football fans everywhere, while watching their sports film collections grow with us over the years,” said Bill Sondheim, President, Cinedigm Entertainment.

“In Super Bowl LI, we witnessed one of the greatest team performances ever, yielding an unprecedented comeback by a team cementing its legacy with its fifth title in Patriots history.” said Bill Perrault, Senior Vice President, Marketing and Brand Management, Cinedigm. “We are excited to bring this must-have classic, which details the entire season, to fans everywhere on March 7 on Blu-Ray Combo Pack, DVD and Digital HD.”

“The thing about this game is that pretty much all of it was unprecedented,” said Todd Schmidt, Senior Producer at NFL Films. “The Falcons lead, the Patriots comeback, overtime, Tom Brady quarterbacking his fifth Super Bowl Champion – all of it was unlike anything we’ve ever seen before on the game’s greatest stage. So, from a storytelling standpoint, this gave us a unique opportunity to tell multiple stories on multiple levels and have it all be really exciting. It all adds up to a great film.”

Bonus features available on all formats will include:

- SUPER BOWL OPENING NIGHT
- POST-GAME CEREMONIES
- 2016 BEST SHOTS
- 2016 FOLLIES
- 2016 FANTASTIC FINISHES

Additional bonus features available only on Blu-Ray Combo Pack and iTunes Extras include:

- ONE PLAY
- THE EDELMAN EDGE
- THE GREATS ON BELICHICK
- NATE EBNER – OLYMPIC PATRIOT
- TOM BRADY – THE FOREVER MAN

The Details

SUPER BOWL LI CHAMPIONS: NEW ENGLAND PATRIOTS			
<i>Format</i>	Blu-Ray Combo Pack	DVD	Digital HD
<i>Item Number</i>	NF2502	NF5301	-
<i>UPC</i>	767685153024	767685153017	-
<i>SRP</i>	\$34.93	\$24.99	\$12.99

The Credits

About NFL Films

Since 1965, NFL Films has revolutionized the way America watches football and set the standard in sports filmmaking. Exclusive all-access sound, stunning cinematography, stirring orchestral music and poignant storytelling are the trademarks of NFL Films. Winner of 123 Emmy® awards, the production division of the National Football League is widely recognized as the most honored filmmaker in sports.

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. 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 in partnership with WIZARD WORLD, 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.