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## Cinedigm and DUB3 Announce First Original Series for WHAM Network, *Game Train*

LOS ANGELES--(BUSINESS WIRE)-- Cinedigm (NASDAQ: CIDM), a leading independent content distributor and operator of OTT networks, and DUB3, a cutting-edge developer of entertainment content, announced today that *Game Train*, the first original series in their production and distribution partnership, will premiere exclusively on The WHAM Network, the 24/7 eSports and Gaming streaming channel. *Game Train* is a reality driven series centered on a train excursion from Chicago to San Francisco with dozens of game developers heading to the Game Developer Convention. Under the enormous time pressure of a 48 hour train ride, the developers work feverishly to build new games from scratch which they will then debut to the critical audience at the Convention.

The series will premiere this Fall exclusively on The WHAM Network, which curates news, information and entertainment programming focused on the global eSports and Gaming lifestyle. The WHAM Network, jointly operated by Cinedigm, will be available across all major connected mobile devices, gaming consoles, and set top boxes. Following its exclusive run on The WHAM Network, the series will be available on Cinedigm's Docurama and CONtv platforms, as well as other SVOD services.

As founding members and operators of the Indy PopCon pop culture convention in Indianapolis, IN, the DUB3 management team has over 30 years collective experience producing and developing pop-cultural events in the fandom, gaming, and millennial entertainment sectors. Most recently, DUB3 worked directly with Microsoft for production of live Halo Championship Series events and built a state-of-the-art temporary gaming stadium for the 2015 PopCon convention.

In addition to *Game Train*, DUB3 is currently wrapping up post-production on two additional scripted series: *The Grindhouse* starring Andrew Stevens, as well as *American Resurrection*.

"This is a great example of how Cinedigm's broad rights and multi-platform capabilities allow us to bring real value to both channels we operate and content partners we represent," said Bill Sondheim, entertainment group President at Cinedigm. "We can stand up channels in the \$36 billion global OTT & video revenue business at a lower cost due to access to our 50,000 plus film and TV library, while also providing our channel partners with rich content offerings."

"Our platform partners are hungry for original, millennial-focused content," said Erick Opeka, EVP of Digital Networks. "Shows like *Game Train*, and new OTT services like The WHAM Network are central to our strategy of securing additional broad, meaningful distribution of our channels onto services from major technology partners and media companies."

"The WHAM team has loved *Game Train* since we first were made aware of the project. We are excited to be able to share this incredible content as part of WHAM Network's commitment to share news, information and original entertainment with the global gaming audience," said Gary Kleinman, CEO/Founder of The WHAM Network.

"The folks behind *Train Jam* have a firm understanding of gaming culture and want to celebrate both the gaming community and creativity involved in gaming," says Bill Dever, President of DUB3. "We are more than blessed to be partnering with both Cinedigm and WHAM, as they have a deep appreciation for the subject matter."

### About DUB3

DUB3 is a cutting-edge developer of experiential entertainment content for the ever-changing entertainment marketplace and is owned by individuals who have a strong background in fan convention development, game promotion, and motion picture production. DUB3 understands that while the growing base of millennial consumers grasp technology, they also crave the building of their own self-defined communities and prefer experiential opportunities over material possessions. They follow their own schedules; binge watching entire seasons of shows in one night. They listen and engage with one another, often without ever meeting face-to-face. They deeply care about their peers' opinions and their well-being. It is that market which shapes DUB3's market perspective.

### 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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**DUB3:**

Bill Dever, 317-225-9767

[bill@dub3.tv](mailto:bill@dub3.tv)

or

**CINEDIGM:**

Jill Newhouse Calcaterra, 310-466-5135

[jcalcaterra@cinedigm.com](mailto:jcalcaterra@cinedigm.com)

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