

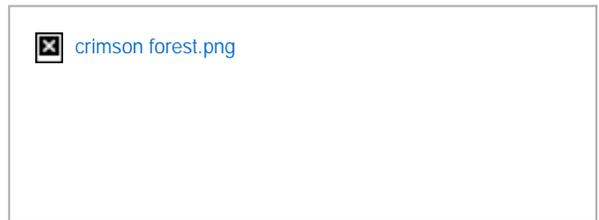


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Cinedigm Announces a New Distribution Partnership with Crimson Forest Films

LOS ANGELES, Jan. 11, 2018 (GLOBE NEWSWIRE) -- Cinedigm (NASDAQ:CIDM), a leading independent content distributor, announced today that it has partnered with the production and distribution label, Crimson Forest Films, on a new multi-year pact. Under the deal, Cinedigm will release Crimson Forest's pictures across all home entertainment channels, including DVD/Blu-Ray/4K, digital platforms, cable and satellite VOD and broadcast television. The new partnership covers North America and, for select titles, international territories as well.

Formed in 2010 and with offices in both Los Angeles and Shanghai, Crimson Forest is led by CEO, Jonathan Lim, a long-time industry veteran, producer and director (PALI ROAD, THE JADE PENDANT). Crimson Forest specializes in curated Asian cinema, both titles originating out of Asia and those featuring Asian actors, characters and themes, and encompassing commercial genres such as action, martial arts, sci-fi and horror.



The partnership with Crimson Forest further underscores Cinedigm's expanding global profile and distribution capabilities and comes on the heels of Cinedigm's confirmation in November that the Hong Kong-based Bison Entertainment Investment, Limited, the wholly owned subsidiary of Bison Capitol Holding Limited ("Bison Capital"), had completed a strategic investment in the company. Cinedigm's new pact with Crimson Forest also increases its extensive library of Asian content for distribution across not only traditional channels, but through Cinedigm's growing over-the-top (OTT) digital networks, including CONTV.

The first release under the deal will be the Hong Kong-Chinese action thriller, SHOCKWAVE, which boasts a US\$23 million production budget and stars Hong Kong legend Andy Lau, as a bomb disposal specialist battling a criminal mastermind. The picture earned over US\$58M in international box office in 2017. Cinedigm released SHOCKWAVE on January 2, 2018 on DVD/Blu-Ray and Digital. Cinedigm will release the Hong Kong actioner, EXTRAORDINARY MISSION, hailing from writer/director, Alan Mak (INFERNAL AFFAIRS), on February 6, 2018. Crimson Forest previously released EXTRAORDINARY MISSION theatrically last spring in limited markets in the US.

In addition, Cinedigm will release THE TAG-ALONG COLLECTION, which includes Taiwan's highest grossing horror film to date, and its higher budgeted sequel, on Digital on February 6, 2018 and on DVD in April 2018. Cinedigm will release the sci-fi, time-traveling epic, KUNG FU TRAVELER, starring international martial arts champion Tiger Chen, in April 2018.

"Jonathan has built a deep network of contacts across Asia. His experience and relationships with the major studios and producers within the territory give him the ability to source high quality releases," said Yolanda Macias, Executive Vice-President of Acquisitions for Cinedigm. "Crimson Forest is quickly becoming the premium, go-to label for truly exciting genre pictures with strong production values and talent immediately recognizable to fanboys and fangirls everywhere. We could not be more thrilled to partner with Crimson Forest to bring these diverse pictures to discerning audiences."

"Cinedigm has a top shelf marketing team, direct sales relationships, and a strong infrastructure that will help us continue to grow both our film slate and the Crimson Forest brand, both in North America and on an international basis," said Lim. "We look forward to a long and successful collaboration with them."

The deal was negotiated by Cinedigm's Melody Fowler, Vice-President of Acquisitions, and Jonathan Lim on behalf of Crimson Forest Films.

About Crimson Forest Films

Crimson Forest Films is a theatrical and home entertainment distribution label that specializes in bringing top content in Asian Cinema to North America and China. Crimson Forest Film's corporate headquarters is in Los Angeles, California with offices in Shanghai, China.

For more information about Crimson Forest Films please visit www.crimsonforestfilms.com

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. Learn more about Cinedigm at www.cinedigm.com

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