Cinedigm Partners with Robert Rodriguez's El Rey Network to Superserve Fans With Free, Ad-Supported Channel

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New Alliance, Pivoting Prolific Filmmaker's Beloved Network Seamlessly from Linear to Streaming, Leverages Cinedigm's Massive Digital Footprint and Roster of Top-Tier Streaming Partners; Cinedigm Also Locks Exclusive Streaming Rights to Rodriguez Thriller Red 11 and Companion 'Making Of' Docuseries, Rebel Without A Crew: The Robert Rodriguez Film School

LOS ANGELES, CA / ACCESSWIRE / August 6, 2021 / Cinedigm (NASDAQ:CIDM), the leading independent streaming company super-serving enthusiast fan bases, announced today a partnership with **El Rey Network**, founded by maverick filmmaker Robert Rodriguez (*From Dusk Till Dawn, Sin City, Spy Kids, Machete*) and **FactoryMade Ventures**, to reimagine one of entertainment's most prolific and disruptive brands. Always a renegade, Rodriguez rewrites the rules once again by taking what was once a linear channel and harnessing its passionate fan base for today's streaming audiences. This marks the first time that a cable brand has pivoted completely from linear to streaming.



Curated by Rodriguez and his artistic collective, the Latinx-inclusive, English-language channel speaks to Rodriguez's vision to create a destination that more fully represents the changing face of America and the most culturally diverse generation in history. Featured El Rey Network content includes Rodriguez's thoughtful conversations with creatives like John Carpenter and Quentin Tarantino in "The Director's Chair"; "Rebel Without A Crew: The Series," in which filmmakers set out to make their first feature under Rodriguez's guidance; a library of unscripted franchises including "The Chuey Martinez Show"; and feature films that run the genre gamut from grindhouse to cult classic action to horror/sci-fi.

The over-the-top streaming service will be made available to all distribution platforms across the broader OTT landscape on connected TVs, digital set-top boxes, media-streaming devices, as well as the web. As part of their deal, Cinedigm will work with El Rey to partner with like-minded advertising brands on custom content and will distribute Rodriguez's feature film, **Red 11** and the companion docuseries, **Rebel Without A Crew: The Robert Rodriguez Film School** exclusively to all platforms.

Based on Rodriguez's experiences in a medical research facility to finance his first feature El Mariachi, **Red 11** made its world premiere at SXSW and is set in a dark, twisted world of legal drug research where college kids become lab rats to make quick money. Written, produced, and directed by the filmmaker, **Red 11** was co-written with Robert's son Racer Max and went on to play in the Directors' Fortnight section at Cannes. The "making of" companion series, **Rebel Without A Crew: The Robert Rodriguez Film School,** is a behind-the-scenes documentary and nuts and bolts film course on how to tackle writing, lighting, filming, directing and editing on an ultra-low budget feature film, using **Red 11** as the case study.

Rodriguez said: "El Rey has always been a network for the people - a mainstream outlet where we discover diverse, independent voices. The fact that we can also now make our catalogue of kick-ass programming available for free to all gives me enormous joy." He added: "As audiences move deliberately to streaming, it was important for me to democratize our platform so that the masses have the opportunity to see themselves in our lineup of curated, inclusive and entertaining content. This is a huge win in every way, and I want to thank Cinedigm for putting fans first with this new alliance."

"What was once only available to those with expensive cable packages is now available through a variety of mediums. The partnership with El Rey allows the channel to broaden its digital footprint, as well as expand the access of its incredible programming to audiences worldwide," said Erick Opeka, President & Chief Strategy Officer at Cinedigm. "We're excited to be stepping in at this important moment alongside the passion, dedication and forward-thinking vision that Robert Rodriguez brings to the table. In addition, Cinedigm's strong advertising partner relationships with blue-chip demand partners like Magnite (SpotX/Springserve), Comcast's Freewheel, Verizon Media, Xander, just to name a few, will allow the channel to generate substantial advertising revenue among a key demographic in the growing AVOD & FAST space."

"We look forward to working with Chris McGurk and his incredible team at Cinedigm to further engage audiences and align with smart marketing partners to create memorable, custom content that breaks through the clutter," noted John Fogelman, CEO, FactoryMade Ventures and a founder of El Rey Network.

Launched in 2013, **El Rey Network** quickly became a home for fans of fearless, action-packed and inclusive programming and was touted as a breakthrough in its voice and directive to increase representation. At its height, **El Rey Network** reached over 40 million households and became the go-to destination for the Latinx community.

ABOUT EL REY NETWORK

El Rey Network, launched by maverick filmmaker Robert Rodriguez, FactoryMade and his artistic collective, is an inclusive, Latinx-inclusive, streaming brand that revels in the courage, craftsmanship and creativity of ordinary people on extraordinary journeys. The free, 24-hour English-language entertainment and lifestyle platform puts a distinctive lens on popular culture for the most diverse generation in history. Featuring a lineup of heroic series, films and original fare, the El Rey Network brand continues to unite "the new mainstream" through fearless content that creates conversation, community and awakens the renegade in everyone. Follow us @ElReyNetwork on Twitter, Instagram and Facebook.

ABOUT CINEDIGM

Cinedigm entertains hundreds of millions of consumers around the globe by providing premium content, streaming channels and technology services to the world's largest media, technology and retail companies. An innovator in the digital transformation of the entertainment industry for more than two decades, the deal continues Cinedigm's core mission to entertain the world by building the world's best portfolio of enthusiast channels and services for the streaming generation. Through a diverse mix of premium SVOD services and dedicated AVOD and FAST channels, Cinedigm's streaming portfolio reaches indie film (Fandor), horror (Screambox & Bloody Disgusting) and family entertainment (Dove Channel), as well as dedicated channels for iconic entertainers, led by Bob Ross (The Bob Ross Channel) and coming in 2022 Elvis Presley (The Elvis Presley Channel). Cinedigm's ultimate goal is to build destinations that immerse viewers in content they love while staying at the forefront of technology as the streaming industry continues to evolve. For more information, visit http://www.cinedigm.com/.

Cinedigm uses, and will continue to use, its website, press releases, SEC filings, and various social media channels, including Twitter (https://twitter.com/cinedigm), LinkedIn https://www.linkedin.com/company/cinedigm/), Facebook (https://facebook.com/Cinedigm), StockTwits (https://stocktwits.com/CinedigmCorp) and the Company website (www.cinedigm.com) as additional means of disclosing public information to investors, the media and others interested in the Company. It is possible that certain information that the Company posts on its website, disseminated in press releases, SEC filings, and on social media could be deemed to be material information, and the Company encourages investors, the media and others interested in the Company to review the business and financial information that the Company posts on its website, disseminates in press releases, SEC filings and on the social media channels identified above, as such information could be deemed to be material information.

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