NEWS RELEASE

Cineverse Promotes John Squires and Megan Navarro to Co-Managing Directors of Leading Horror Brand, Bloody Disgusting

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Michael Roffman Joins as Executive Director, Ad Sales & New Business Development, Following Advisory Role in which he Helped Drive Record-Breaking Revenue

LOS ANGELES, May 5, 2025 /PRNewswire/ -- **Cineverse** (Nasdaq: CNVS), a next-generation entertainment studio, today announced that it has bolstered the leadership of Bloody Disgusting, its horror division and a leading destination and brand for fans of the popular genre.

Longtime contributors John Squires and Meagan Navarro have been promoted to Co-Managing Director. In these new positions, Squires and Navarro will oversee the brand's editorial evolution, spearhead new initiatives, and expand Bloody Disgusting's presence.

Also announced today, Michael Roffman joins Cineverse as executive director of advertising sales and new business development for Bloody Disgusting, and part of the Cineverse 360 Ad Solutions team. As an advisor, he has helped to generate record-breaking direct sales for the brand, including a 40% lift in direct sales in fiscal Q4 2025 compared with the previous quarter, with campaigns from major studios like Sony Pictures to top indies Neon and A24.

The team will function under the guidance of Bloody Disgusting Co-founder Tom Owen, who continues in his role as Cineverse Vice President, Network Strategies.

Since it was acquired by Cineverse (then Cinedigm) in 2021, it has evolved from a web destination to a 360-degree media platform that engages with some of the most passionate fans in the world online, via a growing podcast network, social media channels, live events, a publishing arm, collectible merchandise, and of course, SCREAMBOX, the fastest-growing horror streamer and home of movies and series such as Terrifier 2 and 3, and **recent premieres, The Coffee Table and Project MKHEXE**.

It has also been central to the company's theatrical film success, which in addition to the unrated yet widely-released Terrifier films, includes upcoming franchise returns of The Toxic Avenger (August 29) and Silent Night, Deadly Night (December 12).

"Thanks to an amazing team, Bloody Disgusting has evolved well beyond its roots as a top horror website. I am proud of the success that we have had over the past nearly quarter-century, and with Brad Miska, our co-founder, leaving to explore new opportunities, I'd like to thank him for all of his contributions and accomplishments," said Owen. "John and Meagan have long been part of the team driving this success, and they will play pivotal roles as we enter our next phase. And Michael will be a key force as we continue to grow, forge strategic partnerships, and enter into exciting new ventures."

About Bloody Disgusting

Bloody Disgusting is Cineverse's horror division serving fans through premium editorial, audio, video and social content and branded merchandise. As the No. 1 entertainment destination for horror, Bloody Disgusting is home to the genre's leading website at **bloody-disgusting.com**; **Bloody FM**, the chart-topping horror division of Cineverse Podcast Network; Bloody Press, Cineverse's publishing arm focused on creating and bringing audiobooks, e-books and print editions to market; and Bloody Disgusting merchandise. Bloody Disgusting also powers the fastest-growing streaming video service, SCREAMBOX, available as SVOD and FAST channels for casual and die-hard horror fans alike.

About Cineverse 360 Ad Solutions

Cineverse's **advertising offerings** unlock the world's most dedicated fandoms wherever they are, offering direct contextual advertising and a premium programmatic advertising network and ad-tech platform, **c360**. Cinevere's custom marketing integrations offer scalable opportunities to reach enthusiastic audiences across multiple touchpoints. These include audio opportunities via the Cineverse Podcast Network, display, social, experiential in-person events, and connected TV (CTV) advertising on the company's lineup of more than two dozen free, ad-

supported streaming television (FAST) channels.

About Cineverse

Cineverse (Nasdaq: CNVS) is a next-generation entertainment studio that empowers creators and entertains fans with a wide breadth of content through the power of technology. It has developed a new blueprint for delivering entertainment experiences to passionate audiences and results for its partners with unprecedented efficiency, and distributes more than 71,000 premium films, series, and podcasts. Cineverse connects fans with bold, authentic, independent stories. Properties include the **highest-grossing non-rated film in U.S. history**; dozens of streaming fandom channels; a premier podcast network; top horror destination Bloody Disgusting; and more. Powering visionary storytelling with cutting-edge innovation, Cineverse's proprietary streaming tools and AI technology drive revenue and reach to redefine the next era of entertainment. For more information, visit **home.cineverse.com**.

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