NEWS RELEASE

Cinedigm Partners with Vidgo to Expand Cineverse Distribution This Fall

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First-Ever Bundled Integration of Cineverse, Utilizes Matchpoint as White-Label Platform Powering Ad-Supported Video-on-Demand Experience

LOS ANGELES, CA / ACCESSWIRE / September 14, 2022 / Cinedigm Corp. (NASDAQ:CIDM), a premier streaming technology and entertainment company super-serving enthusiast fan bases, today announced a new deal with America's premier college sports, news and entertainment streamer, Vidgo. Vidgo becomes the first virtual MVPD to agree to distribute Cinedigm's flagship streaming service, Cineverse, which will feature a lineup of free ad-supported streaming television (FAST) channels plus thousands of films and TV series on demand. Vidgo plans to launch Cineverse this Fall.

"We believe in the Freedom to be EntertainedSM and Cinedigm's channels are just that - freedom to select from a broad range of titles, themes and fun," said Derek Mattsson, Vidgo CEO.

Cineverse showcases all of Cinedigm's enthusiast-focused streaming brands under one roof alongside their massive catalog of curated licensed film and television content. At launch this will include Fandor, Screambox, RetroCrush, The Bob Ross Channel, TheDove Channel, AsianCrush, El Rey Network, Bloody Disgusting, Comedy Dynamics and more. Fans are now easily able to browse across branded channels and access other genres they love - from anime to sci-fi/fantasy to horror to top independent films from around the world.

Through this partnership, Vidgo subscribers will gain full access to Cineverse's entire video-on-demand content library of over 10,000 titles and growing portfolio of FAST channels. Cineverse will be integrated directly into Vidgo's

mobile apps, connected TV apps and website; it will be available to all Vidgo subscribers at no additional cost. The Matchpoint platform, which fully powers the Company's flagship Cineverse service, will serve as the white-label platform that powers the full AVOD experience for Vidgo's subscribers.

"We're thrilled to be working with Vidgo to offer the first bundling of our new flagship streaming service Cineverse with a top vMVPD," said Cinedigm Senior Vice President of Revenue Daniel Schneider. "Cinedigm remains focused on reaching new audiences and expanding distribution of our branded enthusiast channels and broad catalog of content across all genres. Vidgo's innovative programming approach has enabled us to bring significant added value in premium entertainment content to their massive subscriber base and puts viewers in a position to benefit from the expanded content choices and innovative curation that Cineverse will implement to aid in content discovery."

About Cineverse

Cineverse is your ticket to a world of entertainment delights, thrilling filmmaker discoveries, and more. In a world where algorithms steer viewers towards the predictable, Cineverse will buck that trend with a focus not only on passionate curation but also by leveraging Cinedigm's Matchpoint® technology to provide content recommendations based on real-time feedback from viewers. From artfully entertaining American indies to the boldest in global film and television, emerging voices, and non-fiction storytelling, Cineverse's library of world-class, on-demand content, and lineup of free linear channels, will reward the curious and adventurous.

About Cinedigm

For over 20 years, Cinedigm (NASDAQ:CIDM) has led the digital transformation of the entertainment industry. Today, Cinedigm entertains consumers around the globe by providing premium feature film and television series, enthusiast streaming channels and technology services to the world's largest media, retail, and technology companies. As a leader in the streaming industry, Cinedigm continues its legacy as an innovator through its adoption of next-generation technologies, such as artificial intelligence and machine learning, through its proprietary, highly scalable Matchpoint® technology platform. For more information, visit **www.cinedigm.com**.

About Vidgo

Vidgo offers America's most comprehensive streaming package with the greatest number of college football games this fall. It also offers thousands of VOD titles and dozens of entertainment channels. Freedom to be EntertainedSM, Vidgo's new slogan, means that subscribers have a choice of watching TV in real time, DVR, and on-demand on three devices simultaneously at an affordable price.

It's never been easier to watch what American sports fans love because Vidgo has football games from every University conference, as well as powerhouses like Fox Sports, ESPN and ABC. Vidgo's simple, elegant, and reimagined live TV streaming platform is a cost-friendly option for home viewing and on-the-go streaming -- every

sports fan can tailgate at home or on the go.

With the addition of its first original series, Bill O'Reilly's Shock and Awe, this direct-to-consumer, independently owned streaming service offers the best value for on video subscriptions - enabling subscribers to enjoy great TV without sacrificing quality.

The Vidgo Plus starter package offers over 110 channels including 32 sports channels; its Premium package offers more than 150 channels and features 35 sports networks including NFL RedZone.

Vidgo is also meeting the growing demand for bilingual TV, its "Vidgo Mas" package features 45 live and on-demand Spanish-language channels including some of the best sports, news, and entertainment that features the World Cup, Univision, Fox Deportes, and all-round entertainment options.

For more information, please visit: **www.vidgo.com**

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