



## **The ESPORTS Battle League (EBL) and WHAM Network Inc. Join Forces to Deliver Global Content Distribution of EBL's Inaugural Season**

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### **Distribution Includes North America as well as East Asia, Through Cinedigm's Ground-Breaking Exclusive Partnership with China**

LOS ANGELES, Feb. 26, 2018 (GLOBE NEWSWIRE) -- ESPORTS Battle League (EBL) and WHAM Network Inc., (WHAM), announced today a digital media partnership set to deliver EBL's inaugural season to WHAM's diverse gaming lifestyle content in June 2018. The joint venture marks the first media deal for EBL, and the first esports distribution deal for WHAM.

The WHAM Network is a partner of leading independent content distributor Cinedigm (NASDAQ:CIDM), with both companies jointly operating and marketing the channel. As one of Cinedigm's digital-first networks, WHAM's distribution will include participation on embedded, mobile, and connected device platforms across the world, with programming and content focusing on the lifestyle and culture of gaming on a global basis. In addition to North America, WHAM will also be rolling out in East Asia as part of Cinedigm's reciprocal distribution partnership with China—giving the network unprecedented availability in the two largest markets in the world.

Co-founded by Scott O'Leary, with former National Lacrosse League Commissioner George Daniel, and former NBA Players Association Chief Counsel Bob Lanza, the EBL is a dynamic new professional esports league comprised of geo-located franchises spread across the major North American markets. The EBL features head-to-head team matches in a best-of-three format, pitting teams against each other in a variety of popular genre-spanning titles. The EBL expects to field eight to ten teams in the upcoming season, each competing in a traditional league format with the team that has the best two out of three scores advancing in the competition.

"The number of people involved in the lifestyle and culture of gaming is expanding at an exponential rate, with yearly revenue growth projecting it to be a 1.5 billion dollar business by 2020. As such, we are very excited to become a lasting part of this flourishing community with the launch of our initial season," said Scott O'Leary, EBL co-founder and CEO. "We look forward to streaming intense esports matches paired with exclusive shoulder content that includes in-depth player interviews, gameplay analysis, and specials highlighting the road to the championship each widely distributed across the extensive WHAM Network, which is dedicated to creating and distributing quality content in this space."

"We love the EBL vision," said Gary Kleinman, WHAM founder. "Their integration of esports and lifestyle content is a perfect fit for WHAM. The EBL represents a truly fresh and different perspective on franchise esports competition."

#### **ABOUT EBL**

The Esports Battle League is a professional geo-based franchise league launching in summer 2018 that uses a unique, patent pending multi-title competition format. The EBL is an esports lifestyle brand that creates a one-of-the-kind omni-channel experience for esports enthusiasts. For more information visit EBL at [www.esportsbattleleague.com](http://www.esportsbattleleague.com).

#### **ABOUT WHAM Networks Inc.**

WHAM is an independent and agnostic media platform dedicated to the lifestyle and culture of gaming on a global basis. A 24/7 channel that has original programming and third party relevant gaming content and can be found on OTT channels, mobile devices and connected television. WHAM has partnered with Cinedigm for the distribution of its channel alongside with owned and operated Cinedigm channels Docurama, ConTV and the Dove Channel found on Twitch TV, Xumo, Pluto, Verizon among others on an OTT basis and Vizio and LG connected televisions.

#### **ABOUT Cinedigm**

Cinedigm powers custom content solutions to the world's largest retail, media and technology companies. The company provides 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 (OTT) channel business, currently 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](http://www.cinedigm.com).

In November 2017, Bison Capital became the beneficial owner of the majority of Cinedigm's outstanding Class A Common Stock. Bison Capital is a Hong Kong-based investment company with a focus on the media and entertainment, healthcare and financial service industries. Founded by Mr. Peixin Xu in 2014, Bison Capital has made multiple investments in film and TV production, film distribution and entertainment-related mobile Internet services.

Cinedigm is now working closely with Bison Capital to develop plans and forge partnerships to release entertainment content and develop OTT channels in China while, reciprocally, releasing Chinese content and new OTT channels in North America.

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