



## **Cinedigm to Participate at the Beijing Film Festival with Three Industry Presentations & Signing Ceremony for Cooperation Agreements with Key Chinese Entertainment Partners**

April 11, 2018

### **Cinedigm Senior Execs will also join Panel Discussion about China-US Film and TV Co-production and Co-distribution**

LOS ANGELES, April 11, 2018 (GLOBE NEWSWIRE) -- Cinedigm Corp. (NASDAQ:CIDM) (the "Company" or "Cinedigm") today announced it will participate at the Beijing Film Festival with three film industry presentations by Cinedigm Chairman and CEO Chris McGurk and a signing ceremony for business cooperation agreements between Cinedigm and several important new Chinese partners. Cinedigm executives will also join a panel discussion about China-US film and TV co-production and co-distribution. This highly involved participation at such a key Chinese entertainment industry event emphasizes Cinedigm's rapid move to become an important player in the reciprocal distribution of independent entertainment content and Over-the-Top (OTT) channels between the U.S. and China.

On April 17<sup>th</sup> at the Belt and Road Media Cooperation Union Forum hosted by Beijing Television and the China Intercontinental Communication Center (CICC), Mr. McGurk will present the compelling opportunity for new Chinese content-based OTT channels in the United States to Chinese industry insiders and officials. This strategic presentation will also review Cinedigm's plans, working closely with the appropriate Chinese regulatory authorities, to forge reciprocal relationships with Chinese entertainment companies to deliver content into and out of China for worldwide consumption.

That afternoon at the same Forum, Mr. McGurk will give a longer presentation regarding Cinedigm's plans for Chinese OTT Channels in the US to industry professionals from China and all over the world. This presentation will review Cinedigm's expertise in the OTT and content distribution areas, including research data on audience habits and preferences, and how Cinedigm will use this data to guide the content of the planned Chinese content-based OTT channels in the U.S.

On April 19<sup>th</sup>, Cinedigm will participate in the signing ceremony to announce several new Company partnerships and alliances with key Chinese entertainment companies. The ceremony will begin with a presentation from Mr. McGurk titled "The Golden Age for Going Global," which will focus on new initiatives to globalize and monetize Chinese produced films outside of China. Additionally, the Company will premiere a new video reel that highlights Cinedigm's current entertainment content and OTT businesses.

Before the signing ceremony there will be a panel discussion about China-US Film and TV co-production and co-distribution, emphasizing the significance of China-US film and TV exchanges, as well as discussing the opportunities and solutions for Chinese content's going global. Mr. McGurk and Bill Sondheim, President of Cinedigm Entertainment Group, will participate in this panel along with key players in the Chinese entertainment industry.

Guests and panelists will include:

- LU Yang, Director of Film Production Center of Youku.com Inc.
- BAI Yicong, CEO and founder of Linghe Media Shanghai Corp. Ltd.
- YU Jianhong, Vice President of Beijing Film Academy
- XIANG Huaquan, President of Emei Studio Group
- CHEN Yongning, Director of Sichuan Xiaochengyishi Film & TV Media Co., Ltd.
- WANG Chunliang, Editor-in-chief of V1.CN

After the panel discussion, the signing ceremony will commence. Following the signings, Mr. McGurk will be holding a press conference with several Chinese media outlets regarding the presentation subjects and Cinedigm's plans in China and the U.S.

All media with inquiries or interest in scheduling interviews can contact Chun Chen, who acts as Cinedigm's China representative and is based in Beijing. (+86-13901248110, [chenchun2005@163.com](mailto:chenchun2005@163.com)).

### **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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