



Cinedigm Announces Expansion of Factual OTT Network DOCURAMA; Signs New Programming and Marketing Partnership with Cargo Film & Releasing

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Expansion Includes Newly Created Proprietary Platform; Infrastructure Offers More Choice and Ease for the User

SHERMAN OAKS, Calif., June 14, 2018 (GLOBE NEWSWIRE) -- DOCURAMA, [Cinedigm Corp.](#)'s (NASDAQ:CIDM) digital-first network showcasing award-winning documentaries and non-fiction programming, announced today an expansion of its operating infrastructure and content offerings as it adds a new programming and marketing partnership with [Cargo Film & Releasing](#).

Formerly restricted to a limited A-Vod app delivered service, the four-year-old channel's new proprietary Cinedigm-created infrastructure will now include a robust free ad-supported platform, while providing premium programming for a low subscription fee. These innovations will further Cinedigm's strong commitment to reshaping the traditional television experience by giving viewers a lineup highlighting both "lean-back" programming, as well as curated on-demand content. The channel's expansion is slated to occur by the end of the month.

In addition to the channel's expansion on platforms and apps (Android, iOS, web, mobile, linear TV, VOD, and streaming), the Company has signed a significant programming and marketing deal with David Piperni, founder of the New York-based Cargo Film & Releasing that specializes in acquiring non-fiction features. Under the agreement, Piperni and his team of noted experts will be responsible for acquiring programming for DOCURAMA, and curating the channel's diverse content library. They will also handle many aspects of marketing for the channel, from day-to-day social media engagement and direct to consumer campaigns, to building strategies to capitalize on audience trends. Additionally, they will identify projects, producers, and talent who fit the brand of the channel, creating opportunities for producing original content such as behind-the-scenes exclusives and first-hand interviews associated with respective documentaries.

"When it comes to choosing the absolute best in documentary filmmaking, Cargo is at the head of the pack," said Bill Sondheim, President of Cinedigm Entertainment Group. "This is their specialty—they know what works. They have rich industry relationships with top producers and talent, and they understand what audiences are looking for. Their expertise and insight is truly unprecedented, and will be an invaluable part of DOCURAMA's expansion. We look forward to working with them to create the ultimate viewing experience that you simply cannot find anywhere else."

"Cargo is dedicated to discovering cutting-edge films from all over the world and this new partnership allows us to bring these offerings to a whole new audience," said Piperni. "DOCURAMA is the premier destination for top-tier non-fiction content and an engine of discovery for exciting new films. We are thrilled to join forces with Cinedigm, as we work to provide viewers with award-winning films they have come to expect from the channel's premium lineup."

DOCURAMA is an immersive streaming service delivering the absolute best in award-winning documentaries and true-life television series. Launched as a 24/7 streaming service in 2014, DOCURAMA provides viewers with a vast library featuring hundreds of feature films, shorts, and series, as well as insightful interviews and in-depth film festival coverage. DOCURAMA highlights include the intimate Patti Smith memoir *Patti Smith: Dream Of Life*; the eight-part presidential event *JFK – A New World Order*; the sports fan profile *Losing Lebron*; the captivating Orca adventure *The Whale*, narrated by Ryan Reynolds; the hip hop culture documentary *Style Wars*; and the daring clandestine exposé *They Call It Myanmar: Lifting The Curtain*.

ABOUT Cargo Film & Releasing

Cargo Film & Releasing are New York-based documentary film specialists. They are a global sales agent and distribution company handling quality, cutting edge independent films worldwide with care.

ABOUT Cinedigm

Cinedigm (NASDAQ:CIDM) powers custom content solutions to the world's largest retail, media and technology companies. The global 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 digital-first channel business, with networks under management that reach hundreds of millions of devices while also providing premium content and service expertise to the entire OTT ecosystem. With reciprocal distribution partnerships in both the United States and China, Cinedigm's growing stable of platforms has unprecedented availability in the two largest markets in the world. Learn more about Cinedigm at [Cinedigm.com](#).

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