



Cinedigm Acquires Worldwide Distribution Rights to THE AURORA GAMES

September 11, 2018

The All-Female Sports and Entertainment Platform will Debut in August 2019

LOS ANGELES, Sept. 11, 2018 (GLOBE NEWSWIRE) -- Cinedigm (NASDAQ:CIDM) today announced the Company has acquired the exclusive worldwide digital rights, including live streaming rights and video device rights, to THE AURORA GAMES, the all-female sports and entertainment platform making its debut August 20-25, 2019. The recently announced AURORA GAMES will occur every two years beginning in 2019 and will celebrate women's accomplishments and visions against a backdrop of world class sports competition and entertainment.

"We know audiences will flock to see THE AURORA GAMES to celebrate women's athleticism, accomplishments and the enormous contributions that women are making to sports," said Bill Sondheim, president of Cinedigm Entertainment Group. "With streaming rapidly becoming one of the key ways that sports related content is consumed, Cinedigm is once again providing innovative digitally driven distribution services for high quality content partners."

THE AURORA GAMES, which will announce the awarding of its inaugural site and other details in the next few weeks, is being designed as a six-day festival with sports competitions, musical performances, seminars and experiential fan activities. Just last week, THE AURORA GAMES Foundation was announced, which will provide grants to organizations around the world that create sports opportunities for girls and women.

"THE AURORA GAMES is coming to audiences at the perfect time," said Yolanda Macias, EVP, Content Acquisitions, Digital Sales and Studio Relations. "A combination of female empowerment, elite athletes, inspiring personal stories and great entertainment will make this appointment viewing."

"We are excited to join forces with Cinedigm and look forward to sharing our celebration of the power, finesse and entertainment value of women's sports with fans around the world. The time is right for an all-women's sports competition and festival and we think the Aurora Games will provide the platform that women's sports has been looking for" said long time sports executive Jerry Solomon who created the Aurora Games and will serve as Executive Producer.

THE AURORA GAMES has gained support from a group of high profile advisors including Donna de Varona, Chris Evert, Nadia Comanici, Nancy Kerrigan, Jackie Joyner Kersee and more. Advisory board members and supporters marked the one year countdown with enthusiastic support noting the growing interest in women's sports and sports opportunities for girls.

ABOUT CINEDIGM

Cinedigm 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 Wal-Mart 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 nine networks under management that reach hundreds of millions of devices while also providing premium content and service expertise to the entire digital-first 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.

ABOUT THE AURORA GAMES

For press and other information on the Aurora Games email theauroragames1@gmail.com

Follow the Aurora Games on Twitter (@AuroraGamesFest) and sign up for the Aurora Games newsletter at www.auroragamesfestival.com.

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Source: Cinedigm Digital Cinema Corp.