



Cinedigm Launches Digital-First Network WHAM on Pluto TV

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LOS ANGELES, Oct. 23, 2018 (GLOBE NEWSWIRE) -- [Cinedigm \(NASDAQ: CIDM\)](#) announced today the launch of the popular esports digital-first linear channel, WHAM, on the streaming television service [Pluto TV](#).

Created by gamers for gamers, WHAM is devoted to providing innovative and immersive programming covering all aspects of the gaming industry, from esports to casual gaming. The channel's offerings include original series, top teams competing in intense esports tournaments, and in-depth coverage of live special gaming events, as well as insightful updates on all the latest in esports and gaming news.

"Pluto TV's dynamic platform is the perfect complement to Cinedigm's mission to redefine the traditional viewing experience," said Erick Opeka, Cinedigm's President of Digital Networks. "We're excited to bring WHAM's premium content to Pluto TV's rapidly growing audience, giving viewers access to an eclectic library of specially curated content that they simply cannot find anywhere else."

Pluto TV is the leading free streaming television service with over 100 live and linear channels and thousands of movies and television series on-demand. As part of this deal, Pluto TV's millions of monthly users will now be able to easily access Cinedigm's top-tier content as linear networks across all streaming, mobile and web-based devices.

"We are excited to welcome Cinedigm, a veteran industry leader in digital entertainment, to Pluto TV," states Amy Kuessner, SVP, Content Acquisitions, Pluto TV. "WHAM is the perfect addition to our channel lineup, as a trusted source and voice with an insider's view and an exciting slate of programming looking at the fast-paced world of esports and gaming."

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 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 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 www.cinedigm.com

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ABOUT Pluto TV

Pluto TV is the leading free streaming television service in America, delivering 100+ live and original channels and thousands of on-demand movies in partnership with major TV networks, movie studios, publishers, and digital media companies. The Pluto TV app is available on all mobile, web and connected TV streaming devices and millions of viewers tune in each month to watch premium news, TV shows, movies, sports, lifestyle, and trending digital series. Headquartered in Los Angeles, with offices in New York, Silicon Valley and Berlin, Pluto TV is backed by USVP, ProSiebenSat.1 Media, Scripps Networks Interactive, Samsung Ventures, Sky and other prominent investors.

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