



## **Cinedigm Partners With Leading Chinese Streaming Channel Youku to Exclusively Distribute 30 Original Feature Films to all Platforms in North America**

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### **Initial focus will be on Youku's original productions**

LOS ANGELES, Oct. 23, 2018 (GLOBE NEWSWIRE) -- [Cinedigm \(NASDAQ: CIDM\)](#) announced today a partnership with Youku to distribute 30 original Chinese feature films in North America on all platforms including digital, physical DVD's and BluRays, and across all OTT platforms, with a primary focus on major streaming platforms and niche outlets. The films will also be included in the recently announced China-focused OTT channel called Bambu which Cinedigm is launching later this year.

The films, never before seen in the US or Canada, represent a wide range of Chinese film styles including current urban thrillers, relationship driven films, sci-fi fantasy, horror, and costume fantasy.

"We are excited to bring these innovative original films to the broad US population in North America that are seeking new cutting-edge film productions from around the world," said Bill Sondheim, President of Cinedigm Entertainment Group. "These films offer a unique and exclusive viewing opportunity for fans of new production styles and emerging Asian creative talent that is quickly evolving into an important film genre. Cinedigm is committed to help nurture this growing production style and feel the broadening distribution and availability of Youku's content in mainstream US streaming outlets will be an important catalyst. We are honored with the opportunity provided by Youku to bring these films to hungry outlets throughout the North American distribution ecosystem."

"Youku is excited to enter this new relationship with Cinedigm to broaden our distribution into America," said Doria Dai, Youku Pictures Producer. "We continue to make compelling original movies and tv series and expect this new cooperation agreement will allow Youku to build an audience of fans in the high profile American Market."

The Youku deal reflects the continued progress Cinedigm is making in forging strategic relationships with China's leading content producers and distributors. Other deals that Cinedigm is finalizing includes licensing current hit TV shows and movies from CITVC, the International Licensing arm of CCTV, China's largest broadcaster. They are also finalizing deals with Shanghai Media Group, the largest Regional Production and Broadcaster in China as well as CICC (China Intercontinental Communication Center) and we expect to provide those details over the next several weeks.

### **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 Netflix, Amazon, Xumo, Roku, Vizio, Dish/Sling, Apple, and Google plus cable/satellite providers including Comcast, Dish Network and DirectTV in addition to 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 seven 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. Cinedigm™ and Cinedigm Digital Cinema Corp™ are trademarks of Cinedigm Corp. [www.cinedigm.com](http://www.cinedigm.com).

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