



Cinedigm Signs Development Deal with Trevor Pryce's Outlook Company to Launch & Distribute an All-New Digital-First Network

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The Channel will put the Spotlight on Pryce's Award-Winning Animated Series *Kulipari*, While Offering Original Programming for Pre-Schoolers, Teens, and Adults

LOS ANGELES, April 10, 2019 (GLOBE NEWSWIRE) -- [Cinedigm \(NASDAQ: CIDM\)](#) announced today the signing of a development deal with former NFL star Trevor Pryce and his Baltimore-based multimedia organization Outlook Company. As part of the agreement, Cinedigm will serve as the development and distribution partner when Outlook's digital-first network is ready to launch. Cinedigm Digital Networks will provide full digital distribution of the channel, including third-party platforms, a linear channel, home entertainment licensing support and AVOD and SVOD services across all major mobile devices, connected TVs, and set-top boxes. Cinedigm will also build all direct-to-consumer apps.

The new platform is the brainchild of Outlook Company CEO Trevor Pryce. Following his acclaimed 14-year career in the National Football League, Pryce wrote the award-winning young adult novel and comic series *Kulipari: An Army Of Frogs*, which was adapted into a popular animated series by Netflix in 2016. In its inaugural season, the series featured the voice talents of notable stars such as Keith David, Lacey Chabert, Phil LaMarr, Wendie Malick, Laraine Newman, and Charlie Adler. In its second season, *Kulipari: Dream Walker*, film icon Mark Hamill joined the series as the wise hermit Old Jir—a role that recently earned the veteran voice actor a Daytime Emmy nomination for Outstanding Performer In An Animated Program. *Kulipari* chronicles several Australian Outback species as they fight for power and survival.

The linear channel's content will be created by Pryce and his team, with a morning block offering original animated programming for pre-school children under the *Towns of Lil' Look* banner, followed by afternoon and evening blocks putting the spotlight on *Kulipari*. The channel will also include the adult-oriented late night lineup *We Check ID*, focusing on podcasts, music, animation, and pop culture. Viewers can expect to enjoy new and original content created by Outlook Company's Maryland-based studio OVFX, where a talented roster of artists and creators are currently working on the channel's programming.

Cinedigm recently announced that it has entered into a definitive agreement to acquire Future Today, one of the globe's major AVOD channel networks. Future Today owns and operates more than 700 content channels with over 60 million app installs, and manages 200,000-plus film, television and digital content assets that currently receive over 85 million video views per month in a variety of categories such as entertainment, movies, food & lifestyle, animation, and kids. Cinedigm will be accessing the power of Future Today's expansive digital footprint to further the growth of Pryce's new channel.

"Cinedigm is proud to partner with Trevor Pryce and Outlook Company, as we spearhead the development, launch, and distribution of this exciting new channel," said Erick Opeka, President of Cinedigm Digital Networks. "Following in the footsteps of some of our most popular networks, this new platform will feature programming that appeals to a diverse audience. Our team is skilled in creating content and strategies for a wide range of demographics and tastes, and we look forward to using this expertise to make this new channel successful utilizing the strength of Future Today."

"We couldn't be more excited to be working with Cinedigm on our new channel, which was nothing more than an idea when we met them," Pryce said. "They understood the vision from the very beginning, and have been supportive in all facets of this partnership. We can't wait for the world to see what we've been working on and with Cinedigm's partnership you will."

ABOUT CINEDIGM

Since inception, Cinedigm (NASDAQ: CIDM) has been a leader at the forefront of the digital transformation of content distribution. Adapting to the rapidly transforming business needs of today's entertainment landscape, Cinedigm remains a change-centric player focused on providing content, channels and services to the world's largest media, technology and retail companies. Cinedigm's Content and Networks groups provide original and aggregated programming, channels and services that entertain consumers globally across hundreds of millions of devices. For more information, visit www.cinedigm.com.

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