



CHICKEN SOUP FOR THE SOUL ENTERTAINMENT LAUNCHES IPO

IPO on Nasdaq to Raise Up to \$30 Million

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COS COB, CT – July 17, 2017 – Chicken Soup for the Soul Entertainment, Inc., a fast-growing provider of positive and entertaining video content, today announced the launch of its IPO to raise up to \$30 million. The company has applied to list its shares of Class A common stock on Nasdaq under the symbol “CSSE.”

Shares are now available for purchase online. To learn more, go to CSSEntertainment.com/Invest.

“Our customers and fans are passionate about our brand,” said William J. Rouhana, Jr., Chairman and Chief Executive Officer of Chicken Soup for the Soul Entertainment. “Going public affords our loyal fans and others the opportunity to participate in the growth of our video content business.”

HCFP/Capital Markets LLC, The Benchmark Company, LLC and Weild & Co. are acting as joint bookrunning managers for the offering.

The company's Regulation A+ Tier II offering is being made only by means of an offering circular. A copy of the offering circular may be obtained at https://www.sec.gov/Archives/edgar/data/1679063/000114420417036760/v470825_253g1.htm.

An offering statement relating to the offering has been filed with, and qualified by, the United States Securities and Exchange Commission. This press release does not constitute an offer to sell or a solicitation of an offer to buy, nor will there be any sale of these securities in any state or jurisdiction in which such offer, solicitation, or sale would be unlawful before registration or qualification under the securities laws of that state or jurisdiction.

ABOUT CHICKEN SOUP FOR THE SOUL ENTERTAINMENT

Chicken Soup for the Soul Entertainment, Inc. is a fast-growing provider of positive and entertaining video content that brings out the best of the human spirit. The company is aggressively growing its business through a combination of organic growth, licensing and distribution arrangements, acquisitions, and strategic relationships. Chicken Soup for the Soul Entertainment is also expanding its partnerships with sponsors, television networks and independent producers. The company will make its video content available to consumers globally through television and online networks, including its online affiliate APlus.com. The company is a subsidiary of Chicken Soup for the Soul, LLC.

Legal Disclaimer

The offering statement for Chicken Soup for the Soul Entertainment’s initial public offering under Regulation A has been qualified by the Securities and Exchange Commission. The securities offered by Chicken Soup for the Soul Entertainment are highly speculative. Investing in shares of Chicken Soup for the Soul Entertainment involves significant risks. The investment is suitable only for persons who can



afford to lose their entire investment. Furthermore, investors must understand that such investment could be illiquid for an indefinite period of time. No public market currently exists for the securities, and if a public market develops following the offering, it may not continue. To obtain a copy of the qualified offering circular, please go to: CSSEntertainment.com/Invest.

Safe Harbor Statement:

The company has made statements in this press release that are considered “forward-looking statements” which are usually identified by the use of words such as “anticipates,” “believes,” “estimates,” “expects,” “intends,” “may,” “plans,” “projects,” “seeks,” “should,” “will,” and variations of such words or similar expressions. These forward-looking statements reflect our current views about our plans, intentions, expectations, strategies and prospects, which are based on the information currently available to us and on assumptions we have made. Although we believe that our plans, intentions, expectations, strategies and prospects as reflected in or suggested by those forward-looking statements are reasonable, we can give no assurance that the plans, intentions, expectations or strategies will be attained or achieved. Furthermore, actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond our control. For further discussion of the factors that could affect outcomes, please refer to the risk factors set forth in the “Risk Factors” section of the qualified offering circular. We assume no obligation to update publicly any forward-looking statements, whether as a result of new information, future events or otherwise.

MEDIA CONTACT:

Jeanene Timberlake
RooneyPartners LLC
jtimberlake@rooneyco.com
(646) 770-8858

INVESTOR CONTACT:

Jody Burfening/Sanjay M. Hurry
LHA
CSSEnt@lhai.com
(212) 838-3777

