



CHICKEN SOUP FOR THE SOUL ENTERTAINMENT HIRES INDUSTRY VETERANS

New hires accelerate expansion plan

COS COB, CT – FEBRUARY 28, 2017 – Chicken Soup for the Soul Entertainment announced today the appointment of Elana Sofko as its Senior Vice President of Business Development and Distribution and Michael Winter as its Senior Vice President of Programming and Development. The extensive combined expertise of Ms. Sofko and Mr. Winter will allow the Company to accelerate its expansion plans.

Ms. Sofko joined Chicken Soup for the Soul Entertainment after an impressive career in media and entertainment spanning more than two decades. Most recently, Ms. Sofko led digital business growth initiatives for WWE, a leading entertainment company, starting in 2013, including localization of digital products and supporting the launch and international expansion of the WWE Network, a subscription-based over-the-top video service.

From 2011 to 2012, Ms. Sofko led a technology innovation development program at ESPN and prior to that, from 2007 to 2011, headed global content strategy for Nokia's mobile application store. She also launched digital businesses for A&E Television Networks, served as part of the start-up team at Sirius Satellite Radio (now SiriusXM), and built and launched commercial background music services for News Corp.

Mr. Winter joined the Company in 2017 after 20 years as a television producer and executive. Through his company Speedway Boogie Productions he developed and produced new works for HGTV, DIY, GAC, Bravo, A&E and others. From 2010 to 2014, he was Vice President of Development for Leopard Films, producer of the megahit *House Hunters International*. During his tenure he created and sold dozens of new projects, pilots and series to networks across the spectrum. Prior to that he spent three years as director of programming for HGTV and DIY Network, where he created and executive produced approximately 30 series and specials including *Man Caves*, *Renovation Realities*, *Desperate Landscapes* and *Blog Cabin*.

From 2004 to 2006, Mr. Winter was the first director of programming for Comcast's Outdoor Life Network, which became NBC Sports Network. He started his television career as a producer working on shows for ABC, Fox, MTV, VH1, and TLC.

"Ms. Sofko and Mr. Winter are essential hires to build our management team and accelerate the growth of Chicken Soup for the Soul Entertainment," said Scott W. Seaton, Vice Chairman and Chief Strategy Officer of Chicken Soup for the Soul Entertainment. "They will be driving forces in our plans to have multiple television and online series and build our own over-the-top/direct-to-consumer service. At a time when our themes of happiness, inspiration, hope and wellness are resonating strongly with audiences, our opportunity is greater than ever."

ABOUT CHICKEN SOUP FOR THE SOUL ENTERTAINMENT

Chicken Soup for the Soul Entertainment, Inc. is a fast-growing provider of high-quality video content consistent with the 23-year-old widely recognized Chicken Soup for the Soul brand. The company aims to grow its video business and expand its library of positive, high-quality and entertaining video content through production and acquisition. Chicken Soup for the Soul Entertainment is expanding its relationships with sponsors, television networks and independent producers to create new, brand-consistent video content



in a variety of formats. The company will make its video content available to consumers globally through any television or internet-delivered networks, including social media, “over-the-top” and “direct-to-consumer” networks.

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