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**CONTACT: Rusty Shelton (512) 206-0229**

## **Chicken Soup for the Soul expands its global presence in television and movies with the launch of Chicken Soup for the Soul Productions**

*Steve Ronson heads new venture that will create compelling, entertaining and inspirational TV shows and feature films*

**COS COB, Conn.** – Today, William Rouhana, Jr., CEO of Chicken Soup for the Soul, announced the formation of a new division to develop and produce television and film projects. The company is already known for sharing 21,000 inspiring life stories on hundreds of important topics with the readers of its 250+ books. Now it will use the power of branded entertainment to make emotional connections with viewers worldwide, inspired by its continuously expanding library of motivating and entertaining stories. “The demand for compelling content continues to grow,” said Rouhana. “We already have several ambitious television and theatrical projects underway. With an eye toward building upon these opportunities, we are pleased to announce the formation of Chicken Soup for the Soul Productions, headed by industry veteran Steve Ronson.”

Steve Ronson is an accomplished media executive with broad experience leading worldwide distribution of television content and digital media assets for major global brands. Ronson hails from A+E Television Networks, where he was responsible for the network’s international channels, TV content program sales, and consumer products/OTT licensing. In his new role as CEO of Chicken Soup for the Soul Productions, Ronson will manage Chicken Soup for the Soul’s existing entertainment partnerships as well as initiate relationships to produce new television series and holiday specials.

Ronson will oversee the slate of existing Chicken Soup for the Soul production projects, including a daytime talk show, the recently released PBS special “Chicken Soup for the Soul: Food & Family,” a preteen/teen Saturday morning education information (EI) show, and a feature film to be produced by Alcon Entertainment and Jordan Kerner. Steve will work with producer, director and writer Tim Rouhana (based in Los Angeles), who will oversee the creative execution of the feature film, the talk show, and a number of other ongoing projects.

“Chicken Soup for the Soul is a well-known brand that translates into highly entertaining, inspirational television,” said Steve Ronson, CEO, Chicken Soup for the Soul Productions. “The brand is unique, beloved worldwide, and delivers the important, uplifting and inspiring messages of our time. I look forward to working with Bill and the team to create the next great brand extensions for Chicken Soup for the Soul.”

During his tenure with A+E Networks as Executive Vice President Enterprises, Ronson drove the company’s emerging business units, focused on distribution in the U.S. and abroad. He led A+E Networks’ global distribution of products and services, including the distribution of content through A+E Networks International TV channels footprint of 150 countries versioned in 37





languages, syndication, EST, SVOD, DVD, and e-commerce. In the U.S., Ronson led A+E Networks' Digital Media team that created and launched HISTORY.com. He developed relationships with Apple, Netflix, Amazon, Wal-Mart, Xbox and other OTT players. He built the home entertainment e-commerce and "hit show" licensing businesses, maximizing opportunities for notable hit shows "Duck Dynasty," "Swamp People," and "Pawn Stars," among others.

Ronson earned a B.S. from Cornell University and an MBA from The George Washington University.

### **About Chicken Soup for the Soul**

Chicken Soup for the Soul, the world's favorite storyteller, publishes the famous Chicken Soup for the Soul book series. With over 100 million books sold to date in the U.S. and Canada alone, more than 250 titles, and translations into more than 40 languages, "chicken soup for the soul" is one of the world's best-known phrases and is regularly referenced in pop culture. Today, 21 years after it first began sharing happiness, inspiration and wellness through its books, this socially conscious company continues to publish new titles, but has also evolved beyond the bookstore with super premium pet food, a line of high quality food to bring people together for healthy meals, and a variety of licensed products and digital offerings. Chicken Soup for the Soul is also a visual storyteller through its movies and television shows. Chicken Soup for the Soul is "changing the world one story at a time®."

