**CINEDIGM AND VIMEO ANNOUNCE DISTRIBUTION DEAL**

*Bronies Rejoice as “My Little Pony Equestria Girls: Rainbow Rocks”*

*Comes to Vimeo On Demand*

**NEW YORK, NY, October 28, 2014** – Cinedigm and Vimeo have signed a deal to bring ongoing releases from the leading content distributor’s celebrated catalog to Vimeo On Demand, kicking off with today’s release of the highly anticipated [*My Little Pony Equestria Girls: Rainbow Rocks*](https://vimeo.com/ondemand/mylittleponyrainbowrocks). As part of the partnership, Cinedigm will release a number of films exclusively and non-exclusively on [Vimeo On Demand](https://vimeo.com/creatorservices/ondemand) over the next year and participate in joint marketing efforts to promote the titles.

“As the largest independent distributor of content in the United States, Cinedigm controls an impressive catalog of over 52,000 films and television series from which we’ll curate titles for our fast growing, passionate audiences,” said Sam Toles, VP of Content Acquisitions and Business Development, Vimeo. “We are particularly excited about utilizing our embeddable player with transaction support and powerful off-site distribution network to connect the passionate ‘Brony’ community directly with ‘Rainbow Rocks.’”

Starting today, fans can purchase *Rainbow Rock*s and receive bonus material on Vimeo On Demand that includes eight prequels and three sing-alongs. Diehard fans can also purchase the prequel [*My Little Pony: Equestria* *Girls*](https://vimeo.com/ondemand/mylittleponyequestria) now on Vimeo On Demand.

“We are excited to expand our content availability by offering the millions of Vimeo viewers high quality programming including MY LITTLE PONY Equestria Girls and other branded content,” Yolanda Macias, Cinedigm’s EVP Acquisitions, Forecast, Planning & Digital Sales.​

The deal was brokered between Sam Toles, Vimeo’s Vice President of Content Acquisitions, and Macias.

Additional details on the highlighted films include:

**My Little Pony Equestria Girls: Rainbow Rocks + Bonus Features**

* Synopsis - Canterlot High is hosting a musical showcase and Rainbow Dash, Applejack, Pinkie Pie, Rarity, and Fluttershy are going to be performing with their new band, The Rainbooms. But when a new girl group, The Dazzlings, arrives at CHS, they convince everyone to turn the friendly showcase into a Battle of the Bands. As tensions mount between the competing musical acts, a reformed Sunset Shimmer realizes that the Dazzlings may not be ordinary girls and are after something far more sinister than just being named Best Band at Canterlot High.  The Rainbooms call on Princess Twilight to return to their world to help them perform a musical counter-spell so that they can win a battle that now determines the fate of the entire school.
* Bonus features include prequel shorts and sing-along songs.

**My Little Pony: Equestria Girls**

* Synopsis - When her crown is stolen from the Crystal Empire, Twilight Sparkle pursues the thief, Sunset Shimmer, into an alternate world where she finds herself turned into…a teenage girl! To regain her crown and return to Equestria, Twilight must learn how to fit into this strange new world and defeat Sunset Shimmer in a competition to become crowned Princess of the Fall Formal at Canterlot High. Luckily, she’ll have the assistance of Spike and five teenage girls who remind her of a certain group of ponies back home.

**About Cinedigm**

Cinedigm is a leading independent content distributor in the United States, with direct relationships with over 60,000 physical retail storefronts and digital platforms, including Wal-Mart, Target, iTunes, Netflix, and Amazon, as well as the national Video on Demand platform on cable television.  The company’s library of over 52,000 films and TV episodes encompasses award-winning documentaries from Docurama Films®, next-gen Indies from Flatiron Film Company®, acclaimed independent films and festival picks through partnerships with the Sundance Institute and Tribeca Films and a wide range of content from brand name suppliers, including National Geographic, Discovery, Scholastic, NFL, Shout Factory, Hallmark, Jim Henson and more.

Additionally, given Cinedigm’s infrastructure, technology, content and distribution expertise, the company has rapidly become a leader in the quickly evolving over-the-top digital network business.  Cinedigm’s first channel, DOCURAMA, launched in May 2014, and is currently available on over 165 million consumer devices including Roku, Xbox and Samsung, with additional platforms currently being rolled out.  Earlier this year, Cinedigm also announced plans for a Comic Con branded channel, in partnership with WIZARD WORLD, for launch in Q4 2014.  The Company recently announced its third OTT channel via a partnership with The Dove Foundation. DOVE MOVIE CHANNEL will be a digital streaming subscription service targeted to families and kids seeking high quality and family friendly content approved by Dove.

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**About Vimeo**

Vimeo® is the high-quality video platform for creators and their audiences. Vimeo’s mission is to empower and inspire people around the world to create, share, and discover videos. Vimeo enables creators to sell original films and series worldwide through Vimeo On Demand, its open self-distribution platform. Vimeo has more than 30 million registered members and reaches a global monthly audience of over 170 million people. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

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**MEDIA CONTACTS:**

**For Vimeo:**

Jessica Casano-Antonellis

[Jessica@vimeo.com](mailto:Jessica@vimeo.com)

212-524-7164

**Cinedigm Public Relations:**   
Maggie Begley/MBC

Office: 310-390-0101 Mobile: 310-749-3055

[Maggie@mbcprinc.com](mailto:Maggie@mbcprinc.com)