



VIPdesk Connect to provide Premium Customer Service for RLJ Entertainment's, popular Streaming Video on Demand (SVOD) Services, Acorn TV and Urban Movie Channel (UMC)

VIPdesk Connect has been selected to provide Premium Customer Service for RLJ Entertainment's, popular Streaming Video on Demand (SVOD) Services.

VIPdesk Connect has been selected by RLJ Entertainment (NASDAQ: RLJE) to provide high-touch customer service to the rapidly growing subscriber bases of the company's proprietary digital channels, Acorn TV and Urban Movie Channel (UMC). Available at Acorn.TV and on many devices/platforms, Emmy®-nominated Acorn TV is the popular on-demand, ad-free, streaming service focused on world-class television from Britain and beyond including many of the most popular British mysteries, dramas and comedies. Available at urbanmoviechannel.com, UMC is the first urban-focused streaming service in North America showcasing quality and exclusive content designed for African American and urban audiences. VIPdesk Connect, the innovator of premium customer care solutions, will work with Acorn TV and UMC's customers to assist with questions regarding their subscription, content distribution, site navigation and any other potential customer service topics.

While both Acorn TV and UMC provide easy-to-use, turnkey streaming service, the company chose VIPdesk Connect as a strong and experienced partner to maximize customer satisfaction and retention due its reputation for providing superior customer service.

Fred Kleiman, Head of Customer and Client Service from RLJ Entertainment said, "As each of these respective subscriber bases are rapidly growing, we want to ensure our subscribers receive the very best in customer service and, with its reputation, we know VIPdesk will be an ideal partner for us."

"VIPdesk is excited to support yet another major client in the SVOD industry. We are looking forward to working closely with the RLJ Entertainment team to help both Acorn TV's and UMC's customers enjoy these engaging new platforms with the highest possible satisfaction," said Sally Hurley, CEO of VIPdesk Connect.

VIPdesk Connect provides its extensive client portfolio with virtual contact center solutions tailored to each specific client situation. All Brand Ambassadors (customer service professionals) are carefully selected from a US-only labor pool and dedicated to each client program. In addition to national, targeted recruiting, other benefits of the virtual call center model include increased quality of interaction and customer service, improved peak/overflow management, unlimited scalability, low overhead and administrative costs, ease of expansion, and quick disaster recovery and business continuity in case of emergency.

Launched in July 2011, Acorn TV is the first British TV focused streaming service in North America and the premier North American streaming service for world-class television from Britain and beyond. Acorn TV adds exclusive new programs every week and features a deep library of mysteries, dramas, and comedies with no set end dates. Subscribers can stream many of their favorite international series and discover new and classic programs previously unavailable to U.S. audiences. Acorn TV series include Aussie dramas A Place to Call Home and Janet King, BAFTA-winning comedy Detectorists, Guy Pearce's noir thriller Jack Irish, hit dramedy Doc Martin, 'Best Dramatic Series' winner 19-2, and many more. Acorn TV offers a free 30-day trial and thereafter is just \$4.99/month or \$49.99/year. Facebook: OfficialAcornTV – Twitter: @AcornTV



<https://acorn.tv>

Created by Robert L. Johnson, Chairman of RLJ Entertainment and founder of Black Entertainment Television (BET), UMC is an urban-focused subscription streaming service in North America that features quality urban content showcasing feature films, documentaries, original series, stand-up comedy, and other exclusive content for African American and urban audiences. New titles added weekly include live stand-up specials like Martin Lawrence Presents: 1st Amendment Stand Up and Comedy Underground Series; dramas including Blackbird starring Academy Award® winning actress and comedian Mo'Nique, Isaiah Washington, and directed by Patrik-Ian Polk; documentaries including Bill Duke's Dark Girls and I Ain't Scared of You: A Tribute to Bernie Mac; action/thrillers including The Colony starring Laurence Fishburne; and stage play productions including What My Husband Doesn't Know by David E. Talbert. UMC offers a free 14-day trial and thereafter is just \$4.99/month or \$49.99/year.

Facebook: UrbanMovieChannel - Twitter @WatchUMC

<https://urbanmoviechannel.com>

About VIPdesk Connect

VIPdesk Connect, Inc. ("VIPdesk"), a U.S.-based provider of outsourced customer care services, utilizes a team of Elite Brand Ambassadors (customer service professionals) located throughout the U.S. to provide elevated customer experiences for admired brands. Talented team members of VIPdesk not only excel in delivering superior customer service, but are passionate ambassadors of the brands they serve. VIPdesk's suite of services include: customer service handling (via inbound phone, email, chat and SMS/text), social media management, back office support and customer experience assessments/consulting. To find out more about VIPdesk Connect, visit www.vipdeskconnect.com.

About RLJ Entertainment

RLJ Entertainment, Inc. (NASDAQ: RLJE) is an entertainment content distribution company in primarily North America, the United Kingdom, and Australia. RLJE's titles are distributed in multiple formats including broadcast television (including satellite and cable), theatrical and non-theatrical, DVD, Blu-Ray, digital download, and digital streaming.

With its popular OTT branded channels, Acorn TV (British TV) and UMC (Urban Movie Channel), RLJE targets distinct, premium audiences and Urban niche audiences. The company grows its proprietary digital channels through development, acquisition, and distribution of exclusive rights of program franchises and feature film content.

Through Acorn Media Enterprises, its UK development arm, RLJE owns all rights to the hit UK mystery series Foyle's War and is developing new programs. RLJE owns 64% of Agatha Christie Limited, which manages the intellectual property and publishing rights to some of the greatest works of mystery fiction, including stories of the iconic sleuths Miss Marple and Poirot. Through its proprietary e-commerce web sites for the Acorn brand in North America and the UK, the company also has direct contacts and billing relationships with millions of consumers. For more information, please visit RLJEntertainment.com, Acorn.TV, and UrbanMovieChannel.com.