



NeuLion and Deluxe Team Up to Offer a Joint Digital Movie Store Solution

Companies Integrated Platforms Offers Fast Time to Market and Large Library of Content

LAS VEGAS, NV – April 9, 2013 – NeuLion, Inc. (TSX: [NLN](#)), a leading enabler and provider of live and on-demand content to Internet-connected devices, today announced an alliance with Deluxe Digital Distribution, a leading provider of multiscreen ready, studio-quality video catalog services. The combination of the *NeuLion TVE Platform* with *Deluxe OnDemand™* creates a compelling interactive digital movie store service offering retailers, service providers, and content owners with a powerful solution to drive revenue from over-the-top (OTT) storefronts and cloud-based entertainment.

The Deluxe OnDemand and NeuLion integrated platforms combine award-winning interactive consumer applications and platform consumer device independence with an extensive catalog of pre-encoded and pre-packaged video content of new releases, blockbuster titles, popular television series, favorite classics and more, available for streaming or download. The solution offers entertainment store operators fast branded storefronts that will give their consumers an intuitive discovery interface, simple pay flows for purchasing and merchandizing, all on multiple platforms and connected devices.

“Our joint development effort with NeuLion delivers an end-to-end turn-key solution,” said Kevin Corbett, President of Deluxe Digital Distribution. “This enables customers to get to market faster with an extensive catalog of titles ready for multiscreen distribution.”

Consumers today want the ability to access lots of different content on any Internet-enabled device and from anywhere. Meeting these expectations can be challenging and costly. NeuLion and Deluxe have lowered the cost of entry for content owners interested in launching online interactive stores with the ability to put new branded storefronts in market in weeks and instantly make available an impressive catalog of video titles.

“The NeuLion and Deluxe solution will provide content rights holders with a huge library of entertainment that can be monetized online, giving storefront operators complete control over how to merchandise content,” said Chris Wagner Executive Vice President and co-founder at NeuLion. “The combined solution will handle transactions and billing as well as merchandizing, such as promotions, pricing, promotional codes and coupon redemption.”

NeuLion and Deluxe OnDemand will be demonstrating their joint digital movie store solution and live 3D VOD implementations at the upcoming 2013 NAB Show in Las Vegas, April 8-11, in booth SU541.



About NeuLion

NeuLion, Inc. (TSX: [NLN](#)) offers a true end-to-end solution for delivering live and on-demand content to any Internet-connected device. NeuLion enables content owners and distributors as well as cable operators and broadcasters to optimally address the massive consumer demand for viewing video content on laptops, smartphones, iPads and other connected devices. NeuLion's sports customers include major leagues, colleges & universities, regional networks and broadcasters. NeuLion's technology also provides innovative solutions to general entertainment companies and broadcasters. NeuLion is based in Plainview, NY. For more information about NeuLion, visit www.neulion.com.

Forward-Looking Statements

Certain statements herein are forward-looking statements and represent NeuLion's current intentions in respect of future activities. These statements, in addressing future events and conditions, involve inherent risks and uncertainties. Forward-looking statements can be identified by the use of the words "will," "expect," "seek," "anticipate," "believe," "plan," "estimate," "expect," and "intend" and statements that an event or result "may," "will," "can," "should," "could," or "might" occur or be achieved and other similar expressions. These factors should be considered carefully and readers should not place undue reliance on the forward looking statements. Although the forward-looking statements contained in this release are based upon what management believes to be reasonable assumptions, NeuLion cannot assure readers that actual results will be consistent with these forward-looking statements. These forward looking statements are made as of the date of this release and NeuLion assumes no obligation to update or revise them to reflect new events or circumstances, except as required by law. Many factors could cause NeuLion's actual results, performance or achievements to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements, including: our ability to realize some or all of the anticipated benefits of our partnerships; general economic and market segment conditions; our customers' subscriber levels and financial health; our continued relationships with our content partners; competitor activity; product capability and acceptance rates; technology changes; regulatory changes; foreign exchange risk; interest rate risk; and credit risk. A more detailed assessment of the risks that could cause actual results to materially differ from current expectations is contained in the "Risk Factors" section of NeuLion's most recent annual report on Form 10-K available on www.sec.gov and filed on www.sedar.com as well as in NeuLion's most recent annual MD&A filed on www.sedar.com.



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