



SEACHANGE AND DELUXE COLLABORATE TO DELIVER CLOUD MULTI-SCREEN OFFERING WITH TOP MOVIES AND TV SHOWS

Deluxe Joins SeaChange Cloud Ecosystem;
Over 40,000 Titles from Deluxe OnDemand Multi-Screen Ready Catalog Service to be Available on SeaChange Cloud Adrenalin Service

ACTON, Mass. and BURBANK, Calif. (Oct. 22, 2013) – SeaChange International (Nasdaq: SEAC) and Deluxe Digital Distribution will offer television service providers globally a cloud-deployed technology and content solution for multi-screen television. The companies are integrating the SeaChange Cloud Adrenalin™ pay-as-you-grow OPEX service with the Deluxe OnDemand™ multi-screen-ready video catalog. Cloud Adrenalin makes its U.S. debut in demonstrations with SeaChange Cloud Ecosystem provider Deluxe during the SCTE Cable-Tec Expo this week in Atlanta (SeaChange booth 1542).

The full complement of SeaChange's deployment proven multi-screen capabilities for delivery, analytics, promotions and system monitoring are available in SeaChange Cloud Adrenalin's SaaS (software-as-a-service) service. Deluxe OnDemand brings SeaChange Cloud Adrenalin customers a ready-to-launch, high-quality VOD (video-on-demand) catalog of over 40,000 titles that are pre-encoded in over 50 formats, and pre-packaged and pre-encrypted with leading DRMs (Digital Rights Management) to support popular consumer video devices. SeaChange's joint solutions allow customers to incrementally add service layers (content, ratings, recommendations, subscriber interface by platform, etc.) to optimize subscriber value.

"SeaChange Cloud Adrenalin, in combination with offerings like Deluxe's, empowers mid-sized and smaller providers to rapidly establish a tier-one class of service," said Sud Kaushik, Director of Product Management, SeaChange. "Deploying from the cloud offsets the costs and complexities of multi-screen applications, and makes way for appropriate service innovation layers that can include premium, SVOD and OTT content served to OTT devices and IP set-tops."

"Our joint development effort with SeaChange addresses the fundamental challenges our customers

face to meet demand for more video to more devices, quickly and cost effectively,” said Kevin Corbett, President of Deluxe Digital Distribution. “Our catalog management service streamlines the content acquisition, management, processing, and distribution of high quality video critical to unlocking the multi-screen opportunity.”

The Deluxe OnDemand cloud-based VOD catalog service covers a broad spectrum of video entertainment from major studios, television networks, premium cable and satellite television networks, and independent producers. The extensive library of pre-encoded and pre-packaged/pre-encrypted video content of new releases, blockbuster titles, popular television series, favorite classics and more is available for streaming or download to all popular devices. The service-based approach overcomes the critical cost, scale, quality, and title availability challenges service providers face as they try to meet consumer demand for multi-screen access to video content on a wide range of devices. It enables operators to deliver compelling and differentiated multi-screen services, without the significant upfront investment in time and resources to build their own network infrastructure, and to create and manage new content processing workflows.

SeaChange Cloud Adrenalin features the fully customizable SeaChange Nitro™ subscriber experience client for navigation and access to a range of blended entertainment services and apps on PCs, OTT streaming players, and Apple and Android tablets and smartphones. Other components include the SeaChange Adrenalin Business Management Suite™ for content marketing and asset lifecycle/catalog management, and SeaChange Adrenalin Business Intelligence™ for content performance reporting, as well as industry-standard Digital Rights Management for device-level authorization, single sign-on with social log-in capabilities and Content Delivery Network integration – all put together with qualified, tested and certified partners in the SeaChange Cloud Ecosystem.

Join in the SeaChange Tech Talks at Cable-Tec Expo in SeaChange booth 1542:

<http://info.schange.com/scte-cable-tec-2013-seachange-tech-talks-rsvp>.

About Deluxe Digital Distribution

Deluxe Digital Distribution is revolutionizing digital home entertainment with its extensive multiscreen ready, studio-quality video catalog. The cloud-based service easily integrates with the existing supply chain, workflows, storefronts and apps to simplify the access and delivery of next generation content delivery. Deluxe Digital Distribution is a business division of Deluxe Entertainment Services Group Inc., a leading provider of a broad range of services and technologies for the global digital media and entertainment industry, and a wholly owned subsidiary of MacAndrews & Forbes Holdings Inc. Please visit www.deluxeondemand.com for more information on Deluxe Digital Distribution.

About SeaChange International

Ranked among the top 250 software companies in the world, SeaChange International (NASDAQ: SEAC) enables transformative multi-screen video services through an open, cloud-based, intelligent software platform trusted by cable, IPTV and mobile operators globally. Personalized and fully

monetized video experiences anytime on any device, in the home and everywhere, are the product of the Company's superior video platform, advertising and in-home offerings.

SeaChange's customers include many of the world's most powerful media brands including all major cable operators in the Americas and Europe, and the largest telecom companies in the world. Headquartered in Acton, Massachusetts, SeaChange is TL 9000 certified and has product development, support and sales offices around the world. Visit www.schange.com.

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