



For Immediate Release

RLJ ENTERTAINMENT APPOINTS SYLVIA GEORGE PRESIDENT OF ITS U.S. DIVISION

BETHESDA, MD//March 18, 2013 – RLJ Entertainment Inc., (NASDAQ: RLJE), announced today that it has named Sylvia George as President for its newly created U.S. division. Ms. George recently served as Senior Vice President for Marketing of RLJ Entertainment. The U.S. division will be responsible for all of the company’s third-party business (broadcast, physical and digital) in North America and combines RLJ Entertainment’s sales, marketing, and supply chain functions for all program lines.

RLJ Entertainment was formed in 2012 through the three-way combination of RLJ Acquisition, Inc., Image Entertainment, Inc. and Acorn Media Group and is a premier independent licensee and distributor of entertainment content and programming in North America, the United Kingdom and Australia with over 5,200 exclusive titles. RLJ Entertainment’s Chairman is Robert L. Johnson and CEO is Miguel Penella. RLJ Entertainment is focused on driving growth through the development of lifestyle entertainment services for targeted audiences in a range of areas including the urban and Hispanic markets and by using new technologies to deliver that content to consumers across multiple platforms.

Ms. George previously served as Vice President of Sales & Marketing for Acorn Media Group, where she oversaw the sales and marketing teams for the Acorn and Acacia brands, which are leaders in the multiplatform distribution of British mysteries and drama and health and fitness content. She has been instrumental in the continued growth of the Acorn division in North America year after year by maximizing and optimizing placements, promotions, and sales for all distribution outlets. While at Acorn, she successfully oversaw the sales and marketing behind the company’s best-selling releases of *Agatha Christie’s Poirot*, *Foyle’s War*, *Midsomer Murders*, and *Upstairs Downstairs*, among many others. She joined Acorn Media Group in 1999. From 1996 to 1999, Ms. George worked in the technology sector in marketing and sales management for the Icarus Corporation.

Commenting on Ms. George’s appointment, CEO Miguel Penella said, “I have worked with Sylvia for many years and I am confident she has the necessary expertise, skills and leadership abilities to excel in her new role as the head of RLJ Entertainment’s U.S. division. Since the acquisition, she has been instrumental in working closely with both the Acorn and Image staff to discover operational synergies, and this new role is a natural progression for the impressive work she’s already started.”

Ms. George added, “I look forward to working with the talented team at RLJ Entertainment to optimize our diverse and deep library of entertainment content and grow our North American wholesale business across multiple platforms.”

About RLJ Entertainment - *RLJ Entertainment, Inc. (NASDAQ: RLJE) is a premier independent licensee and distributor of entertainment content and programming in North America, the United Kingdom and Australia with over 5,200 exclusive titles. RLJE is a leader in numerous genres via its owned and distributed brands such as Acorn (British TV), Image (stand-up comedy, feature films), One Village (urban), Acacia (fitness), Slingshot (faith), Athena (educational), Criterion (art films) and Madacy (gift sets). These titles are distributed in multiple formats including DVD, Blu-Ray, digital download, digital streaming, broadcast television (including satellite and cable), theatrical and non-theatrical.*

Via its majority-owned subsidiary Agatha Christie Limited, RLJE 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. And through its direct-to-consumer business, RLJE has direct contacts and billings relationships with millions of consumers.

RLJE leverages its management experience to acquire, distribute, and monetize existing and original content for its many distribution channels, including its nascent branded digital subscription channels, and engages distinct audiences with programming that appeals directly to their unique viewing interests. RLJE has proprietary e-commerce web sites for the Acorn and Acacia brands, and owns the recently launched Acorn TV digital subscription service.

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