

Frankly Partners with OUTtv to Support and Manage Video OTT Streaming Subscription Service, OUTtvGo

New Customer Demonstrates Frankly's Expansion from its Core TV Broadcasting to the Digital Media Vertical

SAN FRANCISCO, March 22, 2017 /CNW/ – **Frankly Inc. (TSX VENTURE: TLK) (Frankly)**, a leader in transforming local TV broadcast and media companies by enabling them to publish and monetize their digital content across multiple platforms, has partnered with OUTtv to support and manage its new over-the-top (OTT) video subscription offering, OUTtvGo.

OUTtv is Canada's national lesbian, gay, bisexual, transgender and queer (LGBTQ) television network. The company was recently acquired by Vancouver-based private equity firm Stern Partners, which invests in several other media properties. As part of OUTtv's strategic efforts to expand its offerings beyond its cable channel and into alternative platforms, the company is now shifting its focus to OUTtvGo. Available for now only in Canada, OUTtvGo is a \$4 per month online video streaming service that includes much of the same programming as OUTtv's cable channel, including every available season of OUTtv's most popular TV series, RuPaul's Drag Race.

In collaboration with Atlanta-based OTT video services provider Endavo, Frankly has accelerated the development, launch, and now management of OUTtvGo. The new offering leverages Frankly's OTT platform, which encompasses the entire digital video management and distribution process.

"We're very excited to be working with a market leader like OUTtv in the rollout and management of their new OTT OUTtvGo streaming service," said Frankly CEO, Steve Chung. "From the start, this engagement has reflected the entire depth and versatility of Frankly's OTT video capabilities. While we will continue to add to our dominant market position in our core broadcasting vertical, new customers such as OUTtv serves as a reference point in our success in becoming a pivotal player across the entire media content landscape."

OUTtv CEO Brad Danks commented: "We could not be happier about working with such a respected partner like Frankly as we move into multiscreen platforms. Frankly provides a comprehensive media platform for us to build OUTtvGo and make it a premier video streaming service for our audience. With Frankly's superior service and support, we have the opportunity to reach new customers across multiple platforms and in new territories around the world."

About OUTtv

OUTtv was launched in 2001 as the world's first 24-hour television service focused primarily on the LGBTQ community and its allies. OUTtv is proud to be the World's first LGBT streaming service to offer a premium library of drama, movies, reality series, documentaries and other compelling content for our members.

About Frankly

Frankly (TSX VENTURE: TLK) builds an integrated software platform for media companies to create, distribute, analyze and monetize their content across all of their digital properties on web, mobile and TV. Its customers include NBC, ABC, CBS and FOX affiliates, as well as other leading media organizations. Collectively, Frankly reaches nearly 60 million monthly users in the United States. The company is headquartered in San Francisco with major offices in New York. To learn more, visit www.franklyinc.com.

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