

YOU On Demand Signs Distribution Deal With 3D Content Hub

NEW YORK, Nov. 7, 2012 [/PRNewswire/](#) -- Recognizing the growing appetite for 3D programming for home entertainment in China, YOU On Demand Holdings, Inc. (NASDAQ: YOD), China's leading national Pay-Per-View (PPV) and Video On Demand (VOD) platform, announced today it has signed a content deal with 3D Content Hub as part of its new service offering, YOU 3D On Demand.

The deal calls for 3D Content Hub's titles, including the award winning "Timescapes: A View in America," "Microplanet," and "Alligator Kingdom," to be available through YOU On Demand's Transactional Video On Demand (TVOD) and Subscription Video On Demand (SVOD) services. The titles will be available in Standard Definition (SD) and High Definition (HD) as well.

3D Content Hub joins 3net, the leading U.S. 3D television channel and global production studio as content partners for YOU 3D On Demand.

"We are thrilled to be working with 3D Content Hub as we launch our 3D service, YOU 3D On Demand in China," said Shane McMahon, Chairman and CEO of YOU On Demand. "Our goal is to be the ultimate destination for the entertainment experience in the home."

"China is one of the fastest growing markets for 3D," added 3D Content Hub founder Torsten Hoffmann. "Through our partnership with YOU On Demand our content will reach millions of Chinese consumers who are demanding quality 3D content."

About YOU On Demand Holdings, Inc.

YOU On Demand is the leading national Pay-Per-View and Video On Demand platform in China. The Company offers high quality premium content to customers across China through its Near Video On Demand (NVOD), Video On Demand (VOD) and Subscription Video On Demand (SVOD) services. The Company consists of a portfolio of businesses that include alliances with leading media operators, comprehensive end-to-end content delivery, an exclusive billing solution, governmental partnerships and approvals, and value added services.

YOU On Demand has secured strategic partnerships with the largest media entities in China, and has a highly experienced management team with a strong background in Cable, Television, Media and Telecom. The company is headquartered in New York, NY, with its China headquarters in Beijing. For more information, visit <http://www.yod.com>.

About 3D Content Hub:

3D Content Hub is a world-leading content distributor specialized in stereoscopic 3D titles. The company helps producers earning cash for their 3D films globally. For licensees it is a one-stop destination to source high-quality 3D content, both short-form and long-form, including many award-winning films. The library currently consists of 100 hours of professionally produced films, mostly non-fiction, from 25 international producers.

Safe Harbor Statement

This press release contains certain statements that may include "forward looking statements." All statements other than statements of historical fact included herein are "forward-looking statements." These forward looking statements are often identified by the use of forward-looking terminology such as "believes," "expects" or similar expressions, involve known and unknown risks and uncertainties. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, they do involve assumptions, risks and uncertainties, and these expectations may prove to be incorrect. You should not place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company's actual results could differ materially from those anticipated in these forward-looking statements as a result of a variety of factors, including those discussed in the Company's periodic reports that are filed with the Securities and Exchange Commission and available on its website (<http://www.sec.gov>). All forward-looking statements attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by these factors. Other than as required under the securities laws, the Company does not assume a duty to update these forward-looking statements.

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