

For Immediate Release



Screenvision Media, KAOS Connect and LiveXLive Align to Bring Music Festivals to Movie Screens Nationwide

“Best of the Fest” series creates, promotes and distributes custom, curated digital content globally—giving fans the ultimate festival experience with their favorite artists

Beverly Hills, CA – November 29, 2016 – Loton Corp’s (OTC: LIVX) **LiveXLive** subsidiary has entered into an agreement with **KAOS Connect** and **Screenvision Media** to exhibit its **“Best of the Fest”** music festival series, showcasing LiveXLive’s produced and curated content from leading music artists and labels. “Best of the Fest” will roll-out in 2017 to select theaters within Screenvision Media’s robust network of more than 14,300 screens. LiveXLive has already partnered with Rock in Rio, Outside Lands and other festivals to present performances of artists such as Katy Perry, Rihanna, Bruce Springsteen, Maroon 5, Radiohead, Chance the Rapper, Metallica, Elton John, Avicii and Placido Domingo.

The alliance will be spearheaded by internationally renowned former NCM/Fathom executives **Dan Diamond** and **Shelly Maxwell** of KAOS Connect, who are recognized as industry leaders in alternative content for movie theatres. “Best of the Fest” will provide substantial branding and expanded revenue opportunities for LiveXLive. The alliance will leverage Screenvision Media’s extensive advertising and promotional platforms for the benefit of LiveXLive’s brand, content, and partners – which include the artists, events and venues – as well as the fans themselves.

“Our alliance with KAOS and Screenvision Media extends our platform beyond the realm of personal screens and onto the silver screen where fans can share a larger than life experience,” said **Robert Ellin, LiveXLive Founder and Chairman**. “We believe the growth of the live music business is just like the sports world’s hockey stick-like growth 30 years ago. The number of live music events, tickets sold, and sponsor dollars spent is soaring –and we are only at the beginning of the digital side of this revolution. We expect to extend the platform to OTT, Cable/Satellite, VR and beyond.”

“Through our alliance with KAOS Connect we’re always on the hunt for new and engaging Event Cinema content that we can bring to theaters, especially content that attracts a loyal group of fans,” said **Bernadette McCabe, Senior Vice President, Business Strategy, Screenvision Media**. “Our agreement with LiveXLive now gives us the opportunity to give fans the chance to gather in local cinemas and experience the best music festival programming from across the world.”

In advance of the expansion of LiveXLive’s mobile app and LiveXLive.com early next year, the company will continue to acquire rights to top music festivals, nightlife performances and other live music and curated content to pair with LiveXLive’s originally produced content to establish itself as the premier independent global live music and lifestyle network. LiveXLive is expanding partnerships around the globe to deliver the first fully interactive live music network to consumers. These partnerships include Verizon (VZ), Rock in Rio, Outside Lands, Tao, The Saban Theatre, OneLive, Marquee, Complex, Koko and the tech company LiveOne.

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About Loton, Corp (OTC: LIVX)

Loton, Corp (LIVX.OB) is a parent company in the emerging live / digital music space. The company's LiveXLive subsidiary intends to be the world's first premium live music streaming network that will deliver around the clock live music to viewers on any connected device as an authentic and experiential platform. The platform plans to offer the world's leading music festivals with multiday and multistage coverage, unique concerts, intimate performances and cutting edge programming. We plan to extend the live experience to fans on desktop, laptop, mobile, tablets, consoles, connected TVs and virtual reality platforms. The LiveXLive network expects to provide compelling and curated content that showcases the entire spectrum of music to include music inspired fashion, food, and lifestyle content and showcase interviews, backstage access and both fan and artist perspectives. LiveXLive intends to feature all genres of music including rock, pop, indie, alternative, EDM, country and feature major festival headliners as well as emerging artists performing at clubs and venues around the globe. For more information: <http://www.livexlive.com>.

ABOUT KAOS CONNECT, LLC: Headquartered in Denver, CO, KAOS Connect is the next step in the evolution of the event experience, making events more accessible and engaging both on—and beyond—the Big Screen. By transforming ordinary content into extraordinary experiences, KAOS connects people, organizations, brands and content worldwide. Owned and operated by two seasoned media executives, Shelly Maxwell and Dan Diamond have been credited with the success of creating and building the world's preeminent EVENT CINEMA business as they transformed movie theatres into places where communities could gather together to experience unique entertainment and infotainment, not just traditional films. For more information: <http://www.kaosconnect.com>.

About Screenvision Media

Headquartered in New York, N.Y., Screenvision Media is a national leader in cinema advertising, offering on-screen advertising, in-lobby promotions and integrated marketing programs to national, regional and local advertisers and providing comprehensive cinema advertising representation services to top tier theatrical exhibitors presenting the highest quality moviegoing experience. The Screenvision Media cinema advertising network is comprised of over 14,300 screens in 2,300+ theater locations across all 50

states and 94% of DMAs nationwide; delivering through more than 150 theatrical circuits, including 6 of the top 10 exhibitor companies. For more information: <http://screenvisionmedia.com/>.

Forward Looking Statement

Statements in this news release concerning future results from operations, financial position, economic conditions, product releases and any other statement that may be construed as a prediction of future performance or events are forward looking statements which involve known and unknown risks, uncertainties and other factors which may cause actual results to differ materially from those expressed or implied by such statements. These factors include uncertainties as to levels of orders, ability to record revenues, release schedules, market acceptance of new products, changes in economic conditions and market demand, pricing and other activities by competitors, and other risks including those described from time to time in the Company's filings on Forms 10-K and 10-Q with the Securities and Exchange Commission, press releases and other communications.