

Christian Film Favorite Pure Flix Being Acquired by AFFIRM

A subsidiary of Sony Pictures Entertainment, AFFIRM Entertainment Inc., today announced it has entered into an agreement to acquire faith and family entertainment streaming service, Pure Flix. While company ownership is changing, the daily purpose is expected to remain the same.

Pure Flix CEO and founding partner Michael Scott is joining AFFIRM to remain over the day-to-day management of the streaming service. In addition chief content officer and founding partner David A.R. White will join AFFIRM and serve as the head of outreach and special projects. They will work closely with AFFIRM Films and Television in developing and producing future programming.

The service's mission, to create God-honoring entertainment that strengthens the faith and values of its subscribers, is expected to remain the same.

"Let's inspire together to be a transformational voice in entertainment that is free from uncomfortable surprises for you and your family," the mission statement says. "Feel at ease with a safe place for streaming."

Pure Flix was inspired by Netflix, but has maintained its focus on creating and distributing family-friendly and Christian films, including *God's Not Dead*, *Do You Believe?*, *Woodlawn*, *The Case for Christ* and *Unplanned*. It was founded in 2005, according to the company website. It offers subscriptions at monthly, annual or lifetime levels.

The sale of the company is pending regulatory and other approvals. When final, AFFIRM will own 100% of the Pure Flix SVOD service, which streams movies and television series throughout the United States and Canada.

Pure Flix is a highly complementary business to AFFIRM Films, which has a best-in-class reputation as a producer, distributor and marketer of faith-based films, and the recently launched AFFIRM Television which expands production into the TV market, according to a news release.

“Pure Flix is a natural fit with our AFFIRM brand, which is known for its high quality, uplifting, inspirational content,” said Keith Le Goy, president of networks and distribution for Sony Pictures Entertainment. “We love creating and sharing stories that are both impactful and entertaining, and the Pure Flix service will enable us to do more of that every day. Pure Flix has done an amazing job building a robust community of engaged subscribers, and we look forward to continuing to grow and delight audiences with well-curated faith and family entertainment.”

“For over 15 years, Pure Flix has strived and succeeded to bring faith and family entertainment to our loyal audiences,” said Scott, CEO of Pure Flix. “We are thrilled with the creative opportunities and the ability to reach a broader audience through this agreement with AFFIRM Entertainment. We want to express our heartfelt gratitude to our longtime Pure Flix supporters as we continue to bring them inspirational and high-quality content in the years ahead.” {eo}