

October 20, 2022



SiriusXM Announces Exclusive Agreement with The Rachel Hollis Podcast

Agreement gives SXM Media exclusive global ad sales rights for The Rachel Hollis Podcast and calls for Stitcher to distribute the show across all podcast platforms



NEW YORK – October 20, 2022 - SiriusXM today announced an agreement with ***The Rachel Hollis Podcast*** for the exclusive rights to distribute and sell advertising for the popular self-help podcast hosted by the three-time # 1 *New York Times* best-selling author.

The new agreement gives SXM Media, the combined advertising sales group of Sirius XM Holdings Inc., exclusive global ad sales rights to *The Rachel Hollis Podcast*. SXM Media is the gateway for marketers to access the best talent and content in podcasting. Additionally, the agreement calls for Stitcher, the Triton-ranked #1 podcast company and SiriusXM subsidiary, to distribute the show across all podcast platforms.

The Rachel Hollis Podcast is the show for anyone looking for more joy and purpose in their lives. Featuring candid interviews with top performers in business, media, and lifestyle, as well as deep dives into topics like health and motivation, the Rachel Hollis Podcast has everything listeners need to level up their lives.

The Rachel Hollis Podcast regularly ranks in the top 50 shows in its category on Apple Podcasts, and averages over 36 million downloads per year.

"Teaming up with SiriusXM allows us to further elevate the show, bringing it into an exciting new chapter," says **Rachel Hollis**. "I believe we learn the most by listening to other people's stories and sharing in conversation. My hope is to keep seeking out wisdom from our guests that spark curiosity and openness with an ever-evolving audience."

"Rachel has spent years growing her influence from a humble blog to a lifestyle juggernaut that spreads across social media, books, audio, television and more," said **Daniel Osit, Chief Operating Officer of Stitcher**. "With this deal, we're pleased to help her reach new listeners and further grow her audience reach."

"Self-help and motivational podcasts are increasingly becoming more popular with listeners, and with tens of millions of downloads, *The Rachel Hollis Podcast* is already a success story in that area," said **Kelli Hurley, Vice President and Global Head of Revenue Partnerships at SiriusXM**. "Rachel is a unique, relatable and dynamic personality who will further expand SXM Media's impressive portfolio in that category, giving marketers another avenue to connect with the highly engaged and loyal audience that Rachel has cultivated over the years."

SXM Media represents more of the most listened-to shows, per Edison Research, than any other network. Stitcher has ranked #1 in Triton Digital's industry-tracking U.S. Network Report since May 2021.

New episodes of *The Rachel Hollis Podcast* will continue to be available every Tuesday and Thursday on Stitcher, the SXM App and all major podcast listening platforms.

About Rachel Hollis

Rachel Hollis is an American author and motivational speaker. She is the author of three self-help books, including *Girl, Wash Your Face*, which has sold over 4.5 million copies, as well as two other bestsellers: *Girl, Stop Apologizing* and *Didn't See That Coming*.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in North America, and the premier programmer and platform for subscription and digital advertising-supported audio products. SiriusXM's platforms collectively reach approximately 150 million listeners, the largest digital audio audience across paid and free tiers in North America, and deliver music, talk, news, comedy, entertainment and podcasts. SiriusXM offers the most extensive lineup of professional and college sports in audio. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM's subsidiaries Stitcher, Simplecast and AdsWizz make it a leader in podcast hosting, production, distribution, analytics and monetization. The Company's advertising sales arm, SXM Media, leverages its scale, cross-platform sales organization, and ad tech capabilities to deliver results for audio creators and advertisers. SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers. For more about SiriusXM, please go to: www.siriusxm.com.

Source: SiriusXM

Media contacts

Ron Gaskill

Stitcher

ron.gaskill@siriusxm.com

Jessica Casano-Antonellis

SiriusXM

jessica.casano@siriusxm.com

###