

April 26, 2022



SiriusXM Signs Exclusive Agreement with Therapy Gecko

Digital media star Lyle Forever brings his hit podcast to Stitcher and SXM Media in new distribution and global ad sales deal



NEW YORK - April 26, 2022 - SiriusXM (NASDAQ: SIRI) today announced a new agreement with multi-platform internet star **Lyle Forever** and his hit podcast **Therapy Gecko**. The deal gives SXM Media, the combined advertising revenue organization of Sirius XM Holdings Inc., exclusive global ad sales rights to the *Therapy Gecko* podcast. Additionally, the agreement calls for Stitcher, a SiriusXM subsidiary, to distribute the show across all podcast platforms.

Lyle Forever's *Therapy Gecko* is a multi-platform phenomenon. The *Therapy Gecko* podcast, with more than 900k monthly downloads, features an unlicensed lizard psychologist who travels the universe talking to strangers about absolutely nothing. Conversations range from humorous to heartwarming, and are always authentic. Recent podcast guests have spanned a wide range of celebrities and personalities, including **Lil Yachty**, **Benny Blanco**, **Marc Rebillet**, **Dr. Drew**, **Denzel Curry**, **Kenny Beats**, **Zack Fox**, **24KGoldn**, and **Aminé**.

With weekly live "call-in" sessions on Twitch and Reddit, millions of TikTok followers, and off the back of co-hosting Coachella's exclusive two-weekend livestream event, the *Therapy Gecko* is expanding his reach with a pair of sold-out live shows in Los Angeles this May. With this new agreement with SiriusXM, the *Therapy Gecko* podcast is poised to reach even

greater heights with the distribution and sales support it needs to thrive.

“The next generation of audio stars are connecting with audiences across a variety of different platforms, and Lyle Forever is no exception. Lyle brings a raw, real authenticity to the audio space, and his connection to his fans and followers is unique and unparalleled. His Therapy Gecko has evolved from a character on a livestream into a quirky multimedia brand that speaks to millions of fans from all walks of life, tapping into issues that affect us all. We’re thrilled to partner with Lyle to take his *Therapy Gecko* podcast to the next level and find unique ways for brands to align with his one-of-a-kind content,” said **Kelli Hurley, Vice President and Global Head of Revenue Partnerships at SiriusXM.**

“I’m very excited to be working with SiriusXM to achieve my continuing goal of being a gecko and talking to people on the phone. I also plan to use some of the money they gave me to buy groceries. Including deli meats, wheat bread, and watermelon LaCroix,” said Lyle Forever.

Across the SiriusXM ecosystem, the company offers the expertise and technology that creators of all sizes need to turn their passion into a business, and a podcast business into a powerhouse audio brand. Stitcher is the Triton-ranked #1 podcast company, while SXM Media is the gateway for marketers to the #1 U.S. podcast advertising network in reaching weekly podcast listeners, per Edison Research.

The addition of *Therapy Gecko* follows other recent and notable podcasting announcements by SiriusXM and Stitcher, including the acquisition of 99% *Invisible*; a global advertising agreement with podcast company Audiochuck and its top-rated program *Crime Junkie*; an agreement with Tom Segura and Christine P’s YMH Studios to distribute and develop content; an agreement for the exclusive rights to manage all audio and video ad sales for the beloved comedy horror show *The Last Podcast on the Left*; and a multi-platform agreement with Crooked Media that brings the independent progressive media company’s top-ranked podcasts to the SiriusXM network through the 2024 election cycle and beyond.

Lyle Forever recently signed with UTA, which brokered the deal with SiriusXM. The leading global talent, entertainment and sports company will help expand his business across several mediums including audio, live touring, unscripted television and more.

Therapy Gecko will continue to be available on Stitcher, the SXM App, Pandora, and all major podcast listening platforms.

About Therapy Gecko

Lyle Forever is a podcast host and digital media guy on the computer. He is also a gecko. His content reaches far and wide across the internet landscape in a variety of mediums and formats. His show “Therapy Gecko” has become a global top ten podcast in the span of a year, and features Lyle talking to strangers on the phone about a multitude of topics in a judgment free space. In his spare time Lyle also enjoys walking around, drinking water, and looking at different types of bugs.

About Stitcher

Stitcher, a subsidiary of SiriusXM, is the best place to listen to, produce and monetize

podcasts. The Stitcher app is one of the world's most popular podcast listening platforms, with a growing network of original content and a premium subscription service. Stitcher is home to Stitcher Originals, Black lifestyle and culture network More Sauce, top-ranked comedy podcast network Earwolf, and award-winning documentary network Witness Docs.

About SXM Media

SXM Media is the gateway for marketers to the largest digital audio advertising ecosystem in North America. As the combined advertising revenue organization of Sirius XM Holdings Inc., SXM Media spans across leading owned and operated audio platforms Pandora, SiriusXM, and Stitcher; innovative ad tech solutions powered by AdsWizz; sonic creative consultancy Studio Resonate; and an extended content network featuring exclusive monetization agreements with Audiochuck, NBCUniversal, SoundCloud, and many more. Reaching more than 150 million listeners each month, SXM Media delivers audiences tailored brand experiences while putting creators first, making it easy for every marketer to produce, plan, buy, and measure across its entire audio universe. For more about SXM Media, please go to: www.sxmmedia.com.

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, sports, talk, news, comedy, entertainment and podcasts. 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

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