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## SiriusXM Renews and Expands Partnership with Top Podcast “The School of Greatness”



**NEW YORK – June 18, 2026 – SiriusXM** today announced a multi-year renewal with Lewis Howes’ acclaimed and top-ranking podcast “The School of Greatness.” The new agreement builds on years of successful collaboration between SiriusXM and “The School of Greatness,” further strengthening the podcast’s global reach and commercial growth across audio and video platforms.

Under the new three-year agreement, “The School of Greatness” will continue to be distributed on the SiriusXM Podcast Network, and SiriusXM Media, the company’s

advertising division, retains exclusive ad sales rights to the video and audio editions of the podcast. The renewed partnership will also expand the show's reach to additional platforms, including Tubi.

Since launching in 2013, "The School of Greatness" has become one of the world's most successful self-improvement podcasts, amassing over 1 billion downloads on all platforms and consistently ranking among the top podcasts on Apple Podcasts. Hosted by New York Times bestselling author and entrepreneur Lewis Howes, the show features inspiring conversations with influential guests across business, wellness, sports, science, health, entertainment, and culture, including Kobe Bryant, Brené Brown, Mel Robbins, Matthew McConaughey, Priyanka Chopra Jonas, Kevin Hart, Goldie Hawn, Jay Shetty, Esther Perel, Bon Jovi, Matt Damon, Andrew Huberman, Hozier, and many more.

"Every conversation on this show is about helping someone take the next step toward their greatest self. Expanding our partnership with SiriusXM means that message reaches more people, on more platforms, than ever before. And it feels like we're just getting started," said Lewis Howes, host of "The School of Greatness".

With a diverse roster spanning comedy, true crime, wellness, business, and entertainment programming, the SiriusXM Podcast Network represents more of the top 20 podcasts than any other network according to Edison Research, reaching 1 in 2 podcast listeners in the U.S. each month.

"The School of Greatness" remains a cornerstone of SiriusXM's leading wellness and personal growth programming portfolio, and will continue to be available on the SiriusXM app and all major listening platforms.

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### **About Lewis Howes**

Lewis Howes is a three-time New York Times bestselling author, entrepreneur, keynote speaker, and host of "The School of Greatness," one of the top podcasts in the world with 1,900+ episodes since 2013 and a weekly impact of over 35 million lives across all media platforms. His books include *The School of Greatness*, *The Mask of Masculinity*, *The Greatness Mindset*, and *Make Money Easy*. A former professional football player and two-sport All-American, Lewis is the current owner of the LA Handball Club, where he is chasing his dream of competing at the 2028 Olympic Games in his home city of Los Angeles with USA Men's National Handball Team. Recognized by the White House as one of the top 100 entrepreneurs in the country under 30, he has been featured in *The New York Times*, *Forbes*, *Inc.*, *Fast Company*, *ESPN*, *Sports Illustrated*, *Men's Health*, *People*, and on *Ellen* and *The Today Show*.

### **About Sirius XM Holdings Inc.**

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Together, SiriusXM reaches a combined monthly audience of approximately 255 million listeners. SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM,

please go to: [www.siriusxm.com](http://www.siriusxm.com).

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