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WORLD-FAMOUS MONTANER FAMILY TO DEBUT TWO SPANISH LANGUAGE PODCASTS IN COLLABORATION WITH NTERtain STUDIOS, AUDIO UP MEDIA, AND SIRIUSXM

Xfinity Mobile Sponsors New Podcasts That Will Begin to Roll Out During Hispanic Heritage Month

***The Why Podcast: Charlas con Propósito with Mau Montaner* is Designed to Help People Understand their True Purpose in Life**

Stef Roitman to Host *Pensándolo Bien, Pensábamos Mal* featuring Lele Pons, Camilo, and Greeicy

MIAMI, FLA (September 26, 2023) – To celebrate Hispanic Heritage Month, **NTERtain Studios** and **Audio Up Media** announce the launch of two new Spanish-language podcasts, sponsored by **Xfinity Mobile**, featuring members from the Montaner family, known globally as the first family of Latin music, and stars of the #1 hit Disney+ series *Los Montaner*.

Today, actress, model and influencer **Stef Roitman** (wife of Ricky Montaner and *Los Montaner* star) and her co-host, content creator and influencer Eliane Gallero, launch ***Pensándolo Bien, Pensábamos Mal***, a series that asks people to question the status quo through conversations ranging from mental health to maternity, careers to conspiracies, and everything in between. The show will feature guests from Stef's famous family, including her husband and her sister-in-law, Evaluna, as well as celebrity friends like Lele Pons, Camilo, and Greeicy. Stef and Eliane will provide insightful advice, share captivating anecdotes, and offer valuable recommendations as they delve into the realm of real cultural and entertainment experiences, stimulating conversations that inspire personal growth and exploration.

Listen to *Pensándolo Bien, Pensábamos Mal* [by clicking here](#).

"This project fills me with great joy and excitement," Roitman said. "We have been dreaming about it and today, finally, we can bring it to light. As the title of the podcast says, *Pensándolo Bien, Pensábamos Mal*, meaning when you really think about it, we might have been wrong about so many things... that's why with the help of our celebrity guests we will have the opportunity to re-think and discuss everything we have ever been told and thought we had right until now. I hope listeners enjoy it as much as we do."

Then in October, ***The Why Podcast: Charlas con Propósito with Mau Montaner*** will

feature the recording artist (*Mau y Ricky*), husband and father in conversation with his family members, famous friends and experts in various fields as they look to help each other and listeners find their true purpose no matter their background, status, or way of living. *The Why Podcast* is an extension of Mau's THE WHY PROJECT which is designed to help people find fulfillment based on their journey into finding their WHY.

"I am so proud and happy to finally be able to share with you this project that I have had in my heart for several years.... *The Why Podcast*," said Mau Montaner. "A podcast that talks about the importance of living through your purpose and how to get there. The idea is that we embark on this quest together and help each other out to live life through our WHY."

Both shows will be presented in Spanish and will be available on the SiriusXM app, Apple and everywhere podcasts are found. SXM Media, the combined advertising sales group from Sirius XM Holdings Inc., will have exclusive global ad sales rights for both podcasts. Through its work with SXM Media, Xfinity Mobile will serve as the exclusive sponsor for both series.

"Xfinity has been collaborating with SXM Media since 2012, and we often come together to innovate with our advertising to reach audiences in creative ways," said Jose Velez Silva, VP, Multicultural IMC at Comcast. "Our sponsorship of The Montaners' new podcasts provides us with the perfect opportunity to reach a key Xfinity target audience of next generation Hispanic Millennials."

The Montaner podcasts come on the heels of a wildly successful first season of their Disney+ series, which became the most-watched docu-reality series in Spanish language on the streaming platform.

"This is yet another milestone for the Montaner family and I'm so proud of both Mau and Stef," said Ricardo Montaner, award-winning singer and patriarch of the Montaner family. "These podcasts touch on topics that they are both very passionate about and I know they're eager to share them with Latino audiences both in the U.S. and abroad."

Both *The Why Podcast: Charlas con Propósito with Mau Montaner* and *Pensándolo Bien, Pensábamos Mal* are produced by NTERTAIN Studios and Audio Up Media, in collaboration with SiriusXM. NTERTAIN's Lex Borrero, Tommy Mottola and Ivanni Rodríguez serve as executive producers along with Audio Up's Jared Gutstadt, David Thwaites and Jimmy Jellinek. Santiago Zapata and Janelle Rodriguez are the series' producers and serve as showrunners for both podcasts for NTERTAIN Studios.

"We're thrilled to expand our relationship with Mau and Stef, and continue to build on the success of our hit show *Los Montaner*," added Lex Borrero, Co-Founder and CEO of NTERTAIN Studios. "Our expansion into Podcasts will allow our talent to share a side of their story fans don't normally get to hear, and allow them to expand their reach into new audiences"

"We've had significant success in the Latin marketplace with our global number one podcast series, 'Dia De Los Muertos,' which became Mexico's most successful scripted Spanish language series on Apple," said Audio Up CEO Jared Gutstadt. "We're excited to continue to explore this robust and ever-expanding marketplace with NTERTAIN and the Montaner family. We believe this is going to be an extremely powerful megaphone for brands and a

continued flash point for the IP and music strategy that we employ.”

ABOUT NTERTAIN

NTERTAIN STUDIOS was founded in March 2021 by NEON16 co-founder and industry veteran, Lex Borrero and legendary music mogul Tommy Mottola as a new entertainment and media company focusing on the creation, development, and production of premier content across all mediums. With decades of collective expertise, the 360° company and online broadcaster will bring Latin stories to the forefront by representing the global power and success of Latin talent, brands and culture.

The company's first series “Los Montaner,” which Borrero co-created and executive produced, was an instant bonafide hit, breaking viewership records on Disney+. The docu-series gave fans an exclusive look inside the most viral and influential family in Latin music, the Montaners. Last year, NTERTAIN also announced in partnership with Propagate and Netflix, the reality competition series LA FIRMA made its global debut, where superstars Rauw Alejandro, Tainy, Yandel and renowned entertainment executive Lex Borrero, joined forces in the search for the next breakout Urban Latin star. The show premiered on April 4, 2023, and quickly became a favorite with music fans across the globe. Earlier this month, NTERTAIN STUDIOS launched THALIA’S MIXTAPE for Paramount + to rave reviews including Collider’s stream it recommendation because it “leans into its concept with a giddiness that’s energizing, unpredictable, and made thoroughly enjoyable by featuring Thalia as both an engaging singer and curious and effusive interviewer.”

About Audio Up

Led by **CEO Jared Gutstadt**—who was named Podcast Innovator of the Year and Podcast Producer of the Year by *Adweek* in 2020—Audio Up is fulfilling its mission to build an ecosystem of premium entertainment content within the music and audio spaces and create new and innovative forms of IP.

Current scripted properties include: Season two of *Make It Up As We Go* with Scarlett Burke, Garrett Hedlund, Elle King, Shooter Jennings and award-winning Nashville songwriter Liz Rose among many others; Webby honoree for Best Limited Entertainment Series Podcast *Halloween in Hell* with Machine Gun Kelly, 24kGoldn, and iann dior; and *Strawberry Spring*, the first-ever adaptation of the classic short story by Stephen King, which was the number one trending podcast globally upon release, starring Garrett Hedlund and Milo Ventimiglia. Other current podcast properties include *AdWeeks*’s 2022 “Podcast of the Year” *Maejor Frequency*, and Michael Cohen’s chart-topping podcast *Mea Culpa*, which recently completed its 250th episode.

Audio Up received a Clio Award in 2021 for the social justice podcast *Beyond28*, sponsored by the NBA’s Golden State Warriors and Chase Bank. Gutstadt was a 2019 ASCAP Award winner for his composer work on *The Voice*, *Ellen’s Game of Games*, *Pawn Stars*, and *Project Runway*, and earned an NAACP Image award nomination for his work on *Maejor Frequency*. He also received two Sports Emmy nominations in 2018 for his work on the feature-length documentary *89 Blocks*, produced by LeBron James.

Audio Up Publishing, a joint venture with Universal Music Publishing Group, has achieved recent success with “Hungover In A Church Pew” a key track from the full-length Country debut of breakout star Jelly Roll, *Whitsett Chapel*.

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. Reaching a combined monthly audience of approximately 150 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.

About Xfinity Mobile

With 6 million lines added since its launch in 2017, [Xfinity Mobile](#) is one of the fastest growing mobile providers in the country. Rated the fastest mobile service with 5G and millions of WiFi hotspots in Comcast service areas*, Xfinity Mobile delivers a great wireless experience for less money. Xfinity offers unparalleled convenience by offering customers unlimited or by the gig options, and customers can always change their plans even in the middle of their billing cycle. And with mobile plans starting for as little as \$15 a month, customers can save hundreds every year.

*Based on consumer testing of mobile WiFi and cellular data performance from Ookla® Speedtest Intelligence® data in Q2 '23 for Comcast service areas, including its WiFi footprint, verified by Ookla for Comcast's analysis.

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