

September 15, 2022



SiriusXM Signs Exclusive Agreement with The School of Greatness Podcast

Agreement gives SXM Media exclusive global ad sales rights for The School of Greatness podcast and calls for Stitcher to distribute the show across all podcast platforms



NEW YORK – September 15, 2022 - SiriusXM today announced a deal with ***The School of Greatness***, which provides SiriusXM exclusive rights to distribution and ad sales for the top-ranking podcast hosted by **Lewis Howes**.

The new multi-year agreement gives SXM Media, the combined advertising sales group of Sirius XM Holdings Inc., exclusive global ad sales rights to *The School of Greatness* podcast. SXM Media is the gateway for marketers to access the best content, talent, and shows 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.

Each week, *The School of Greatness* shares inspiring interviews from the most successful people on the planet—world-renowned leaders in business, entertainment, sports, science, health, and literature—to inspire listeners to unlock their inner greatness and live their best life. The show is hosted by Lewis Howes, a New York Times best-selling author, two-sport All-American athlete, keynote speaker, and entrepreneur.

Since its inception in 2013, *The School of Greatness* has been downloaded over 500 million times, and regularly charts as one of the top health & fitness shows on Apple Podcasts.

“Here at Greatness Media, we’re on a mission to make a positive impact on 100 million lives every single week,” said **Lewis Howes**. “The way we’ll get to that milestone is through strategic collaboration with inspiring brands and individuals that align with our core values.

We're confident teaming up with an organization as prolific and respected as SiriusXM will support us in achieving our mission – and I couldn't be more excited for the journey ahead."

"Like so many others, we're a fan of the invaluable insight and unique interview style that Lewis brings to each episode of *The School of Greatness* podcast," said **Daniel Osit, Chief Operating Officer at Stitcher**. "We're very excited to begin working with him and his team to help lift this already successful show to new heights."

"At SXM Media, we are proud to be the gateway for marketers to the best that podcasting has to offer," said **Kelli Hurley, Vice President and Global Head of Revenue Partnerships at SiriusXM**. "*The School of Greatness* podcast, with their robust and engaged fanbase, will be a great addition to our ever-expanding slate of shows. And we're pleased to be able to help Lewis and his team get even closer to their mission of touching 100 million lives each day."

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.

The School of Greatness will continue to be available on Stitcher, the SXM App and all major podcast listening platforms.

UTA represents *The School of Greatness* podcast and brokered the deal.

About Lewis Howes

Lewis Howes is a *New York Times* Bestselling author of the hit book, *The School of Greatness*. He is a lifestyle entrepreneur, high performance business coach and keynote speaker. A former professional football player and two-sport All-American, he is a current USA Men's National Handball Team athlete. He hosts a top 100 show on Apple Podcasts, *The School of Greatness*, which has over 500 million downloads and 1300 episodes since it launched in 2013. Lewis was recognized by The White House and President Obama as one of the top 100 entrepreneurs in the country under 30. Lewis is a contributing writer for *Entrepreneur* and has been featured on *Ellen*, *The Today Show*, *The New York Times*, *People*, *Forbes*, *Inc*, *Fast Company*, *ESPN*, *Sports Illustrated*, *Men's Health*, and other major media outlets.

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

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