

Liberated Syndication Announces Acquisition of PODGO

Pittsburgh, PA – November 4, 2021 - Liberated Syndication Inc. (LSYN) (“Libsyn” or “the Company”), the industry’s leading podcast hosting platform and advertising marketplace, announced that AdvertiseCast, LLC has acquired certain assets of PODGO Media LLC (“PODGO”), a fast-growing membership-based platform that connects highly-engaged podcast audiences with advertisers. As part of the transaction, PODGO’s founder David Ehrlich will join the AdvertiseCast team and help transition PODGO customers and advertisers to the AdvertiseCast platform.

PODGO was founded by Mr. Ehrlich in 2020 with the mission of providing smaller podcasters access to some of the largest brand advertisers in the sector. In only a year, PODGO’s community of podcasters attracted large brand advertisers like Stamps.com, Fanatics, HelloFresh, and NBA Store, among others.

Dave Hanley, Chief Revenue Officer of AdvertiseCast, stated, "When I first learned about PODGO, it was clear that David shared a similar mission to AdvertiseCast – connecting brands to powerful independent voices while helping podcasters thrive. We are extremely excited to bring the PODGO capabilities onto the AdvertiseCast platform and to be able to serve even more emerging creators."

Mr. Ehrlich commented, "I am thrilled to be joining AdvertiseCast and working with the Libsyn team. I am passionate about helping podcasters of all sizes monetize their incredible content and I look forward to being able to deliver this value to them at an even greater scale now."

With the acquisition of AdvertiseCast in June 2021, Libsyn became one of the largest podcast advertising marketplaces in the industry. PODGO will add more niche content to the AdvertiseCast platform, whose audiences are highly valuable to advertisers. Libsyn continues to look for ways to grow this business across both the largest podcasters as well as the long-tail of smaller publishers, with the goal of providing all podcasters the opportunity to monetize through advertising.

About Liberated Syndication

Liberated Syndication Inc. (“Libsyn”) is a world leading podcast hosting platform and advertising marketplace that has been providing publishers with hosting, distribution and monetization services since 2004. Libsyn hosts over 5.8 million media files from more than 75,000 podcasts and delivered over 6 billion downloads in 2020. Podcast producers choose Libsyn to measure their audience via IAB V2 certified stats, deliver popular audio and video episodes, distribute their content through smartphone apps (iOS and Android), and monetize via premium subscription services and advertising. The Company also owns Auxbus, Glow, Pair Networks, and AdvertiseCast, the industry’s leading podcast advertising marketplace connecting advertisers to podcasters.

Brands powered by Libsyn help all creators podcast better by providing innovative tools for creation, hosting, growth, and monetization. Visit Libsyn on the web at www.libsyn.com; Auxbus at www.auxbus.com; AdvertiseCast at www.advertisecast.com; and Pair Networks at www.pair.com. Investors can visit the Company at the “Investor Relations” section of Libsyn’s website at <https://investor.libsyn.com>.

Liberated Syndication is headquartered in Pittsburgh with a world-class team and global reach.

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