

Liberated Syndication Announces John W. Gibbons as President & Chief Product Officer

Pittsburgh, PA – January 24, 2022 - Liberated Syndication Inc. (LSYN) (“Libsyn” or “the Company”), the industry’s leading podcast hosting platform and advertising marketplace, today announced that it has hired John W. Gibbons as President & Chief Product Officer. Mr. Gibbons will be responsible for overseeing the product and innovation team and working closely with the CEO and Board to further Libsyn’s market expansion strategy.

Mr. Gibbons has been at the forefront of the podcast and digital media industries throughout his career. He most recently served as CEO of Pocket Casts, an industry-revered podcast app that was backed by a consortium of investors, including NPR, WNYC, WBEZ, and the BBC, and was acquired by Automattic, the parent company of WordPress.com, in 2021. Prior to Pocket Casts, Mr. Gibbons spent over a decade with Amazon.com and its subsidiary, The Internet Movie Database (IMDb.com); following his tenure at Amazon.com, he served as VP of International for Sizmek, a global ad server, preceding its acquisition by Amazon.com. A VC-backed Founder and CEO of a digital-first video company, Mr. Gibbons also helped launch and grow Atom Tickets, an award-winning movie ticket e-commerce app, and has served as an advisor to Podchaser, an industry-leading podcast-discovery database, since its inception.

“We are thrilled to welcome John to the Libsyn team,” said Libsyn’s CEO Brad Tirpak. “John’s background and areas of expertise fit squarely with Libsyn’s mission to deliver the best podcasting platform to our customers. John has a proven track-record of leading businesses in the development of consumer-direct products and creating product-centric organizations. John will be a great asset to the Libsyn team as we continue to innovate, expand our Advertisecast marketplace, and develop monetization offerings for our customers.”

Mr. Gibbons’ career has focused on creating products that empower creators and customers to thrive on growing platforms. Mr. Gibbons spent 13 years at Amazon.com and The Internet Movie Database (IMDb.com), an Amazon.com company, where he established and launched both the global advertising business and its related products, launched the platform for third-party sales on Amazon, and built strategic partnerships with well-known global brands and Fortune 100 clients. Also, as a VC-backed entrepreneur, Mr. Gibbons was the Founder and CEO of a tech startup providing an attribution database for digital-first content, delivering intelligence for content creators, brands, agencies, content networks, and distributors. In addition, Mr. Gibbons has extensive experience in digital advertising technology, having served as VP of International for Sizmek, a global, multichannel ad server that creates, distributes, customizes, measures, and optimizes cross-platform advertising campaigns.

Mr. Gibbons commented, “There isn’t a more exciting story in the podcast industry today than what is happening at Libsyn. I am excited to join the team to help continue Libsyn’s track-record of growth and product innovation. My professional skill set, and personal passions are perfectly aligned with Libsyn’s vision. I look forward to playing a role in Libsyn’s continued leadership of the podcasting market with the evolution of its platform strategy and extraordinary customer experience.”

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 in 16 cities including Nashville, Charleston, and New York City.

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