



Libsyn Joins Forces with iHeartMedia for Podcast Distribution Deal to Reach More Than 85 Million iHeartRadio Listeners

Chicago, IL – July 7th, 2016 – Liberated Syndication (Libsyn) a worldwide leader of podcast hosting, distribution and monetization, announced the launch of a new Libsyn podcast publishing destination – iHeartRadio, today at Podcast Movement. The addition of iHeartRadio, iHeartMedia’s digital music and streaming radio service with more than 85 million registered users, will expand Libsyn’s podcast distribution and audience reach. Additionally, iHeartRadio has more than 85 million social media followers across their network and the iHeartRadio app has been downloaded more than a billion times. iHeartRadio’s expanded reach will enable podcast producers to attract a new large pool of listeners to their podcast content and grow their show’s audience.

The agreement with iHeartRadio adds an industry leading digital media directory to the Libsyn publishing offering. Libsyn has recently announced the addition of Google Play Music and Spotify, along with other publishing destinations including iTunes, Twitter and Facebook, for a total of now 20 different publishing destinations available to producers.

“We are very excited to add iHeartRadio as one of our Premier Podcast Publishing Destinations,” said Rob Walch VP of Podcaster Relations with Libsyn. “iHeartMedia has the largest reach of any radio or television outlet in America. This is a publishing destination our producers have been asking for and one that will quickly be added to many of the 28,000 podcasts on the Libsyn network.”

“iHeartRadio’s podcast listening has grown 58% in the past year,” said Chris Williams, Chief Product Officer for iHeartRadio. “Teaming up with Libsyn provides their more than 28,000 publishers with a new, large scale distribution platform and provides more great content for our audience, millions of dedicated listeners, to enjoy 24/7 and across more than 80 unique device platforms.”

As a compliment to the expanded Destination Publishing features, Libsyn Destination Stats are also being showcased at Podcast Movement. The newly launched update to Libsyn’s Stats provides detailed measurement tools that enable producers to track podcast growth across the various publishing destinations. Podcast producers will now be able to measure podcast consumption for each publishing destination with granularity that allows them to identify and evaluate growth of their audience.

The Libsyn service provides a single source for easy podcast distribution to the industry’s largest digital media directories and apps via it’s 20 publishing destinations. Podcast

producers have the freedom to customize the distribution of their show and tailor their promotional and marketing efforts to maximize audience growth with Destination Publishing and Stats.

To learn more about the iHeartRadio Destination Publishing and Stats, visit Libsyn at Podcast Movement in Chicago, on July 7th and July 8th or email rob@libsyn.com.

About iHeartRadio

With over a quarter of a billion monthly listeners in the U.S. and over 85 million social followers, iHeartMedia has the largest reach of any radio or television outlet in America. It serves over 150 markets through 858 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets and smartphones, and on gaming consoles.

iHeartRadio, iHeartMedia's digital radio platform, is the No. 1 all-in-one digital audio service with over a billion downloads; it reached its first 20 million registered users faster than any digital service in Internet history and reached 85 million registered users faster than any other radio or digital music service and even faster than Facebook. The company's operations include radio broadcasting, online, mobile, digital and social media, live concerts and events, syndication, music research services and independent media representation. iHeartMedia is a division of iHeartMedia, Inc. (OTCBB: IHRT). Visit iHeartMedia.com for more company information.

About Liberated Syndication

Liberated Syndication (Libsyn) is the world's leading podcast hosting network and has been providing publishers with distribution and monetization services since 2004. In 2015 Libsyn delivered over 3.3 Billion downloads. Libsyn hosts over 2.5 Million media files for more than 28,000 podcasts, including typically around 35% of the top 200 podcasts in iTunes. Podcast producers choose Libsyn to measure their audience, deliver popular audio and video episodes, distribute their content through smartphone Apps (iOS, Android and Windows Phone 8), and monetize via premium subscription services and advertising. We are a Pittsburgh based company with a world class team. Visit us on the web at www.libsyn.com.

Legal Notice

"Forward-looking Statements" as defined in the Private Securities litigation Reform Act of 1995 may be included in some of the information or materials made available on this website. These statements relate to future events or our future financial performance. These statements are only predictions and may differ materially from actual future results or events. We disclaim any intention or obligation to revise any forward-looking statements whether as a result of new information, future developments or otherwise.

There are important risk factors that could cause actual results to differ from those contained in forward-looking statements, including, but not limited to, risks associated with our change in business strategy towards more heavy reliance upon on our new talent segment and wholesale channels, actions of regulators concerning our business operations or trading markets for our securities, the extent to which we are able to develop new services and markets for our services, our significant reliance on third parties to distribute our content, and the level of demand and market acceptance of our services.

Contact:

Rob Walch
rob@libsyn.com
913-626-2026