



**UNITED STATIONS RADIO NETWORKS, INC.  
PARTNERS WITH CHICKEN SOUP FOR THE SOUL® TO DEVELOP  
AND MARKET DIGITAL AUDIO ASSETS**

*Popular Media and Publishing Company Expanding Audio Reach*

*Network to Handle Digital Ad Sales, Podcast Development and Mobile Apps*

**New York, NY – November 14, 2016** -- United Stations Radio Networks, Inc. (“USRN”), an independent leader in the creation and marketing of network radio programming, today announced a partnership with the renowned publishing, consumer goods and media company, Chicken Soup for the Soul®. The new deal calls for USRN to work closely with the firm to extend their many successful brands into the audio space via podcasts, short features and mobile applications that will create new original content while tapping into the many inspirational stories that have been the key to the international success of the Chicken Soup brand. This agreement is effective immediately and this announcement comes jointly from USRN’s President/COO, Jim Higgins, Brian Pollina, USRN’s VP/Digital Assets, and Jeff Schwartz, CEO of Media Management Group, representing Chicken Soup for the Soul.

**Chicken Soup for the Soul** is the world’s favorite and most recognized storyteller and the publisher of the iconic Chicken Soup for the Soul book series. With well over 100 million books sold to date in the U.S. and Canada alone, more than 250 titles, and translations into more than 40 languages, “chicken soup for the soul” is one of the world’s best-known phrases and is regularly referenced in pop culture. Today, 23 years after it first began sharing happiness, inspiration and hope through its books, this socially conscious company continues to publish a new title a month, but has also evolved beyond the bookstore with super premium pet food, television shows, podcasts, positive journalism from aplus.com, and licensed products, all revolving around true stories, as it continues “changing the world one story at a time®.”

Regarding the announcement, USRN’s Brian Pollina commented “The digital space is the new frontier for brand extension through audio, and it’s a thrill to be partnering with such a well-established and popular brand for a journey forward into this realm” MMG’s Jeff Schwartz added, “The team at United Stations has a tremendous reputation with advertising clients and their national marketing executives, and they’re also known for quality-conscious program development, so they were the perfect choice for this partnership. We’re truly looking forward to working with USRN to grow Chicken Soup for the Soul’s brand in the digital audio space.”

**MORE**

**USRN – Chicken Soup for the Soul®**

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**United Stations Radio Networks, Inc.** is America's leading independently owned and operated radio network. USRN currently produces and distributes dozens of format-specific programs and services accounting for nearly 6000 affiliations with commercial radio stations across the country. The New York-based company maintains programming, sales and affiliate marketing offices in New York, Los Angeles, Chicago, Dallas, Washington and Nashville. USRN was founded in 1994 by radio pioneers Dick Clark and Nick Verbitsky.

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