



## Taboola Announces New, Exclusive Multi-Year Deal with Sinclair Broadcast Group; Agreement Marks 7-Year Partnership

September 6, 2023 at 9:01 AM EDT

NEW YORK, Sept. 06, 2023 (GLOBE NEWSWIRE) -- [Taboola](#) (Nasdaq: TBLA), a global leader in powering recommendations for the open web, today announced a renewed multi-year deal with [Sinclair Broadcast Group](#) (Sinclair), a subsidiary of Sinclair, Inc. (Nasdaq: SBGI), a diversified media company and leading provider of local news and sports. Sinclair and Taboola started working together in 2018.

Under the new agreement, Sinclair will continue to utilize Taboola's suite of products across its television station sites including its ABC, CBS, FOX, NBC and CW affiliates, as well as its mobile platforms, to grow their audiences, optimize user engagement, and drive revenue. Sinclair implements Taboola in multiple impactful user touchpoints — from newsletters to article pages and mid-article placements. Taboola empowers Sinclair to personalize user experiences across all of these touchpoints, optimizing content recommendations to drive engagement.

"Our renewed deal with Taboola speaks to the strategic value of our continuing relationship," said Kevin Cotlove, EVP and Chief Digital Officer, Sinclair, Inc. "Taboola delivers impressive results for us, which is why we partner with them on revenue and engagement initiatives."

"Sinclair has been a great partner in leveraging Taboola innovations, insights and tech, and this has contributed to their rapid growth. Local news continues to be critical, and the massive reach of Sinclair's network is especially important," said Adam Singolda, CEO and Founder at Taboola. "Playing a part in Sinclair's mission and continued growth is a testament to the mutual trust we've developed."

### About Taboola

Taboola powers recommendations for the open web, helping people discover things they may like.

The company's platform, powered by artificial intelligence, is used by digital properties, including websites, devices and mobile apps, to drive monetization and user engagement. Taboola has long-term partnerships with some of the top digital properties in the world, including CNBC, BBC, NBC News, Business Insider, The Independent and El Mundo.

More than 15,000 advertisers use Taboola to reach nearly 600 million daily active users in a brand-safe environment. Following the acquisition of Connexity in 2021, Taboola is a leader in powering e-commerce recommendations, driving more than 1 million monthly transactions. Leading brands including Walmart, Macy's, Skechers and eBay are among key customers.

Learn more at [www.taboola.com](http://www.taboola.com) and follow @taboola on Twitter.

### Disclaimer - Forward-Looking Statements

Taboola (the "Company") may, in this communication, make certain statements that are not historical facts and relate to analysis or other information which are based on forecasts or future or results. Examples of such forward-looking statements include, but are not limited to, statements regarding future prospects, product development and business strategies. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions are intended to identify such forward-looking statements but are not the exclusive means for identifying such statements. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and there are risks that the predictions, forecasts, projections and other forward-looking statements will not be achieved. You should understand that a number of factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward-looking statements, including the risks set forth under "Risk Factors" in our Registration Statements on Form F-1 and F-4 and our other SEC filings. The Company cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. The Company does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based.

Media contact: Dave Struzzi [dave.s@taboola.com](mailto:dave.s@taboola.com)