



ESPN LA and Los Angeles Rams Extend Partnership to Keep Rams Football on the Flagship Airwaves

Los Angeles, CA. (August 14, 2025) – ESPN Los Angeles and the Los Angeles Rams have extended their partnership, solidifying ESPN LA as the flagship radio station for Rams football coverage for years to come. The continued collaboration underscores both organizations shared commitment to delivering premier NFL content and engaging experiences to fans across Southern California.

“The Los Angeles Rams are one of the most exciting and dynamic franchises in the NFL, and we are proud to be their partner and the radio home,” said Sam Pines, vice president and market manager, ESPN LA. “This partnership allows us to deliver unmatched access, exclusive content, and the passionate game-day energy Rams fans deserve on the radio, online, on our app, and everywhere else they connect with us and our talent.”

“2025 will mark our tenth season on ESPN LA since returning home to Los Angeles and we are thrilled to continue our partnership with them,” said Los Angeles Rams Chief Commercial Officer Jennifer Prince. “As we strive to reach Angelenos where they are and work with organizations that can bring our fans closer to our team with in-depth coverage and engaging content, ESPN LA continues to be the perfect radio home for Rams football.”

Through this partnership, ESPN LA will provide comprehensive coverage of Rams football, including live play-by-play broadcasts, exclusive team content, interviews with players and coaches, and in-depth analysis from the station’s trusted voices.

ESPN LA is home to an impressive roster of Southern California sports teams, including the Los Angeles Lakers, Angels, LAFC, USC Trojans, and now, a long-term partnership with the Los Angeles Rams. Content lives where fans live — on 710 AM, across social media, the ESPN LA app, and all major podcast platforms.

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ABOUT ESPN LOS ANGELES

ESPN Los Angeles, LA’s Sports Mega Station, is the flagship radio home of the Los Angeles Lakers, Rams, Kings, LAFC, Angels, and USC Trojans. With a dynamic mix of local and national programming, ESPN LA 710 keeps Southern California sports fans at the center of the conversation — on-air, online, and at live events. ESPN Los Angeles also boasts the largest sports radio social

media following in the world, and its content lives where fans live — on ESPN LA 710 AM, across social media, the ESPN LA app, and all major podcast platforms.

ESPN Los Angeles is owned and operated by Good Karma Brands, a media and marketing company with expertise in leveraging the power of sports and local news to build brands through audio, digital, events, and TV. In addition to Los Angeles, the Milwaukee-based organization also operates ESPN affiliated radio stations in Beaver Dam, Chicago, Cleveland, Madison, Milwaukee, New York City, and West Palm Beach. GKB also represents ESPN's digital inventory and assets, offering local brands advertising solutions on ESPN.com and the ESPN app. For more information, please visit www.goodkarmabrands.com.

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ABOUT LOS ANGELES RAMS

The Los Angeles Rams – Los Angeles' original professional sports team and Super Bowl LVI Champions – stand as one of the oldest franchises in the National Football League and since its founding in 1937, have garnered four World Championships and sent 30 of its members to the Pro Football Hall of Fame. As a professional sports team, the organization is committed to be a valuable civic partner and serving the greater Los Angeles area 365 days a year. The Rams play their home games at SoFi Stadium, which is located at Hollywood Park, a 298-acre sports and entertainment destination owned, being developed and operated by Los Angeles Rams Owner/Chairman E. Stanley Kroenke in Inglewood, CA.

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