

AWESOMENESS TV LANDS THE RIGHTS TO *THAT FRIEND*, FROM COMEDIAN AND DIGITAL STAR SABRINA BRIER

LOS ANGELES—Jan. 29, 2025—Awesomeness TV has acquired the rights to *That Friend*, the debut audiobook created by rising comedian Sabrina Brier. Set against the vibrant, Gen Z-driven energy of New York City, the upcoming series will follow a 20-something aspiring influencer as she navigates the chaos of building her podcast while balancing life with her three best friends, coping with a dwindling bank account, and chasing her dreams of making it big. *That Friend*, the series, is based on Brier's audiobook, released yesterday by Simon & Schuster. Awesomeness TV serves as executive producer and the studio for the project.

"Sabrina's unique comedic voice and undeniable talent has resonated with fans everywhere and we're so excited to be working with her on *That Friend*," said Shauna Phelan, Head of Live-Action Scripted for Nickelodeon and Awesomeness. "The world she's created is both hilarious and timely, and we can't wait to expand the universe of *That Friend* with this series."

Brier narrates her audiobook, *That Friend*, which follows an aspiring NYC influencer whose advice podcast takes off while her actual life falls apart. The story explores relationship dynamics, and what it means to be young and fabulous in New York City. The audiobook features cameos from an all-star cast, including Danielle Brooks, Nicola Coughlan, Anthony Ramos, Rachel Dratch, Rachel Zegler, and Lukas Gage.

"I am thrilled to be continuing the journey of *That Friend* whose story began as online short-form material and evolved into a full-cast audiobook," said Brier. "I'm beyond grateful to have the opportunity to collaborate with the creative powerhouse that is Awesomeness TV to expand the world of something, or should I say someone, so close to my heart."

Sabrina Brier is an actress, writer, and comedian known for her wildly popular internet content (her top TikTok video nearing 15 million views). Brier has been named on *The Hollywood Reporter's* "The Creators A-List," *Vulture's* "Comedians You Should Know", *Variety's* "Power of New York" list, *Rolling Stone's* "Creators You Need to Know" and has been featured in *The New York Times*, *The Los Angeles Times*, and graced the cover of *Paper Magazine*. Brier recently appeared on the Emmy Award-winning series *Abbott Elementary* and has performed her live comedy in some of New York's most iconic venues. The multihyphenate recently performed as part of Netflix's It's a Joke Festival in Los Angeles. Previously, Brier served as a writer's assistant for Hank Steinberg on the ABC Drama Series he created, *For Life*. She also worked as both writer's assistant and actress on Steven Soderbergh's web series *COMMAND Z*. Her original pilot, *Divine*, was recognized as Top 25 Best Pilots of 2021 by Roadmap Writers. A native of Connecticut, Sabrina Brier attended Smith College.

About Awesomeness

Founded in 2012, Awesomeness is a media company focused on serving the global Gen Z audience through its digital publishing, film and television studio divisions. Awesomeness has

become the destination for youth culture, cultivating a loyal audience with award-winning programming on the world's biggest streaming services including Netflix (smash-hit film series "To All the Boys I've Loved Before," Emmy® winner "Trinkets") and Hulu (Emmy winner "Zac & Mia", Emmy nominee "Pen15"), along with the company's immensely popular short-form programs on YouTube ("Next Influencer," "Twin My Heart," "Noah Beck Tries Things," "My Dream Quinceañera"), that garner hundreds of millions of views. As a leading media brand, Awesomeness' worldwide distribution footprint spans owned, social and premium SVOD platforms. Awesomeness is part of Paramount's (Nasdaq: PARA, PARAA) global portfolio of multimedia entertainment brands and headquartered in Los Angeles, with additional offices in New York.

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