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SiriusXM and 88rising Launch 88rising Radio, An All-Asian Artist Music Channel

First 24/7 radio channel in North America dedicated to showcasing Asian artists from around the world

Daily programming will include interviews, performances, and music from the biggest Asian stars and emerging artists across Asia

Full-time channel hosted by 88rising talent and founder

Pandora to launch complementary 88rising Radio station

NEW YORK, Dec. 2, 2020 /PRNewswire/ --SiriusXM and 88rising, the pioneering Asian-focused music and media company, announced today the launch of 88rising Radio, the first all-Asian, multi-genre music radio channel available across the U.S. The channel will debut tomorrow, December 3 at 12 p.m. ET on SiriusXM's channel 305.



SiriusXM collaborated on the creation of the channel with 88rising, the Los Angeles-based artist collective and media platform, which represents the most cutting-edge artists from Asia, and bridges Eastern and Western youth culture. 88rising, founded by Sean Miyashiro, will develop, curate and present the 24/7 channel. Pandora will launch a complementary 88rising Radio station in January which will include select tracks and exclusive artist audio messages from the SiriusXM channel.

88rising Radio will broadcast an array of music rarely heard on American radio, from the biggest pop songs topping the charts across Asia, to current emerging discoveries, and feature artists from South Korea, China, Japan, the Philippines, Indonesia, Vietnam, Thailand and more. Artists such as BTS, Joji, BLACKPINK, TWICE, Rich Brian, Peggy Gou, Jackson Wang, beabadoobee, Iñigo Pascual, NIKI and many more will be included. When social distancing is no longer required, the channel will also provide a unique platform for touring artists to visit, conduct interviews and interact with listeners, and perform live-on-air at the SiriusXM studios in Los Angeles and New York.

"SiriusXM is known for compelling content and having a pulse on American pop culture," said Miyashiro, CEO and founding member of 88rising. "Collaborating on this channel has been truly organic and in synergy with our goals on bringing 88's foresight regarding Asian culture and its impact to American listeners through our new channel, 88rising Radio."

"Sean Miyashiro and his team are creating one of the most remarkable creative hubs in music today," said Scott Greenstein, President and Chief Content Officer of SiriusXM. "88rising is a pioneering force bridging East and West, with unquestionable success and credibility in bolstering cutting-edge Asian music culture. It is exciting to have 88rising join the SiriusXM lineup, where its music, content, and curation of 88rising Radio channel will have it on par with any of our great music channels today."

The groundbreaking, first-of-its-kind commercial-free music channel will debut with an all-star 24-hour takeover by acclaimed and closely followed Asian and Asian-American artists. Beginning at 3 p.m. ET, on December 3, 88rising artists and Asian talent from around the world will take over the channel, guest DJing the songs that define them, alongside some of the hottest Asian music acts and their own live performances. Participating artists will include Yuna, Dumbfoundead, beabadoobee, Phum Viphurit, Japanese Breakfast, Keshi and more.

88rising Radio will launch with daily programming including *Dumb Early*, hosted by rapper/actor Dumbfoundead, and *SOSUPERSOUNDS*, hosted by DJ/singer SOSUPERSAM. In 2021, listeners will also get the first global Asian countdown show, *The Greatest 8*, hosted by Miyashiro and *Joy F*ck Club*, a six-part comedy interview series hosted by comedian Joel Kim Booster.

Asian rap icon Dumbfoundead will wake America up to the latest in Asian pop culture and music news while serving up a menu of fresh hits on *Dumb Early*. DJ SOSUPERSAM will introduce listeners to the best Asian music on an eclectic afternoon road trip through new music discoveries and the latest hits on *SOSUPERSOUNDS*. On *The Greatest 8*, Miyashiro will count down the eight hottest new tracks of the week, while interviewing the superstars of Asian music in-studio. The *Joy F*ck Club* will give listeners a front row seat inside Booster's imaginary comedy club, where emerging and established Asian comics debate and dispel Asian stereotypes, as well as share their own hilarious stories on their Asian-American experience.

Starting today at 7 p.m. ET, fans can tune into DOUBLE HAPPINESS Global Holiday Festival presented by 88rising on www.siriusxm.com/88rising, for a sneak peak of what is to come on 88rising Radio. The inaugural festival will DOUBLE HAPPINESS featuring never-before-seen performances, festive holiday covers, and exclusive video premieres from top Asian artists including headliners like Anderson .Paak and Knxwledge's prodigious musical duo NxWorries, K-Pop boy band sensation ATEEZ, and K-Pop phenomenon CHUNG HA. Hosted in Los Angeles by rapper Dumbfoundead, DOUBLE HAPPINESS will feature 30+ artists hailing from 8 countries around the world. For a full list of artists and more information visit <https://easternstandardti.me>.

SiriusXM subscribers can listen to 88rising Radio beginning tomorrow on channel 305 in vehicles and via SiriusXM online or on the SiriusXM app on a wide variety of connected devices, including smart TVs, devices with Amazon Alexa or the Google Assistant, Apple TV, PlayStation, Roku, Sonos speakers and more. The SiriusXM app also offers additional features such as SiriusXM video, Pandora stations and the SiriusXM App library with more than 10,000 hours of archived shows, exclusive music performances, interviews and audio documentaries. SiriusXM has special offers for new subscribers including three months of a SiriusXM Premier Streaming subscription for Free. To see Offer Details and to subscribe, visit www.SiriusXM.com/free3.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in the U.S., and the premier programmer and platform for subscription and digital advertising-supported audio products. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM and Pandora's properties reach more than 150 million listeners, the largest addressable audience in the U.S., across all categories of digital audio – music, sports, talk, and podcasts. SiriusXM's acquisitions of Stitcher and Simplecast, alongside industry-leading ad tech company AdsWizz, make it a leader in podcast hosting, production, distribution, analytics and monetization. SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers. For more about SiriusXM, please go to: www.siriusxm.com.

This communication contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about future financial and operating results, our plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "will likely result," "are expected to," "will continue," "is anticipated," "estimated," "believe," "intend," "plan," "projection," "outlook" or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of our management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. Actual results and the timing of events may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: the current coronavirus (COVID-19) pandemic is adversely impacting our business; our substantial competition that is likely to increase over time; our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, which may not be successful, and may adversely affect our business; our Pandora ad-supported business has suffered a loss of monthly active users, which may adversely affect our Pandora business; privacy and data security laws and regulations may hinder our ability to market our services, sell advertising and impose legal liabilities; we engage in extensive marketing efforts and the continued effectiveness of those efforts are an important part of our business; consumer protection laws and our failure to comply with them could damage our business; a substantial number of our Sirius XM subscribers periodically cancel their subscriptions and we cannot predict how successful we will be at retaining customers; our ability to profitably attract and retain subscribers to our Sirius XM service as our marketing efforts reach more price-sensitive consumers is uncertain; our failure to convince advertisers of the benefits of our Pandora ad-supported service could harm our business; if we are unable to maintain revenue growth from our advertising products, particularly in mobile advertising, our results of operations will be adversely affected; if we fail to accurately predict and play music, comedy or other content that our Pandora listeners enjoy, we may fail to retain existing and attract new listeners; if we fail to protect the security of personal information about our customers, we could be subject to costly government enforcement actions and private litigation and our reputation could suffer; interruption or failure of our information technology and communications systems could impair the delivery of our service and harm our business; we rely on third parties for the operation of our business, and the

failure of third parties to perform could adversely affect our business; our business depends in part upon the auto industry; our Pandora business depends in part upon consumer electronics manufacturers; the market for music rights is changing and is subject to significant uncertainties; our ability to offer interactive features in our Pandora services depends upon maintaining licenses with copyright owners; the rates we must pay for "mechanical rights" to use musical works on our Pandora service have increased substantially and these new rates may adversely affect our business; failure of our satellites would significantly damage our business; our Sirius XM service may experience harmful interference from wireless operations; failure to comply with FCC requirements could damage our business; economic conditions, including advertising budgets and discretionary spending, may adversely affect our business and operating results; if we are unable to attract and retain qualified personnel, our business could be harmed; we may not realize the benefits of acquisitions or other strategic investments and initiatives, including the acquisition of Pandora; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; we may from time to time modify our business plan, and these changes could adversely affect us and our financial condition; we have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; our facilities could be damaged by natural catastrophes or terrorist activities; the unfavorable outcome of pending or future litigation could have an adverse impact on our operations and financial condition; failure to protect our intellectual property or actions by third parties to enforce their intellectual property rights could substantially harm our business and operating results; some of our services and technologies may use "open source" software, which may restrict how we use or distribute our services or require that we release the source code subject to those licenses; rapid technological and industry changes and new entrants could adversely impact our services; existing or future laws and regulations could harm our business; we may be exposed to liabilities that other entertainment service providers would not customarily be subject to; our business and prospects depend on the strength of our brands; we are a "controlled company" within the meaning of the NASDAQ listing rules and, as a result, qualify for, and rely on, exemptions from certain corporate governance requirements; while we currently pay a quarterly cash dividend to holders of our common stock, we may change our dividend policy at any time; and our principal stockholder has significant influence, including over actions requiring stockholder approval, and its interests may differ from the interests of other holders of our common stock. Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our Annual Report on Form 10-K for the year ended December 31, 2019 and Quarterly Report on Form 10-Q for the quarter ended March 30, 2020, which are filed with the Securities and Exchange Commission (the "SEC") and available at the SEC's Internet site (<http://www.sec.gov>). The information set forth herein speaks only as of the date hereof, and we disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication.

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