

September 16, 2021



SiriusXM and Pandora Celebrate Latinx and Hispanic Heritage Month with New Initiatives to Highlight Latinx and Hispanic Artists

Pandora launches new Latinx music station *Satélites* + announces exclusive Pandora LIVE El Pulso performance by J Balvin

SiriusXM channels will salute the impact of Latinx and Hispanic culture on contemporary music and entertainment with special programming featuring Andrés Calamaro, Becky G, Chucho Valdes, Diego Torres, Tainy and more

NEW YORK, Sept. 16, 2021 /PRNewswire/ -- This Latinx and Hispanic Heritage Month, **SiriusXM** and **Pandora** celebrate the Latinx and Hispanic stars making an impact on music today with new programming and events focused on uplifting the sounds of their culture. Latinx and Hispanic Heritage Month is an annual celebration of the histories, cultures and contributions of American citizens whose ancestors came from Mexico, the Caribbean and Central and South America. Latinx and Hispanic Heritage Month runs through October 15 and commemorates how those communities have influenced and contributed to American society at large.



Pandora's new **Satélites** station highlights the discovery of the next generation of musical innovators who are influencing the direction of contemporary Latin urban and popular music. *Satélites* will feature music from the 'satellite' regions of Latin America, the US and Caribbean. Artists that can be heard on **Satélites** include Álvaro Díaz, María Becerra, Dímelo Flow & La Gabi.

In addition to launching the **Satélites** station, Pandora will host an exclusive Pandora LIVE El Pulso event featuring a performance from 5 time Latin GRAMMY-winning artist J Balvin, also known as "the global ambassador of Reggaeton." Balvin, a favorite on Pandora's popular El Pulso station, will perform his massive global hits as well as music from his recent album *Jose*. Fans will have the opportunity to witness the exclusive show taping live and those unable to attend will be able to enjoy the event virtually on October 13 at live.pandora.com. The performance will also air on SiriusXM's Caliente and Pitbull's Globalization channels.

Balvin's Pandora LIVE El Pulso event lands after the launch of his Artist Takeover Mode on

El Pulso, out now. Listen to J. Balvin's Artist Takeover Mode on EL Pulso [here](#).

SiriusXM is celebrating Latinx and Hispanic Heritage Month with a broad array of exclusive special programming honoring the histories, cultures, and contributions of artists and celebrities of Latinx and Hispanic descent.

Celebrate Mexican Independence Day a day early with Los Dos Carnales on SiriusXM's Aguila channel, who will provide an exclusive performance airing today at 10 a.m. and 9 p.m. ET and throughout the week.

Becky G will kick off a new monthly series, "Las Poderosas," which is dedicated to the Latina artists leading the Latin music movement. As host of the series' first episode, Becky G will also share music from those artists that have influenced her. This show will air on September 21 at 10 a.m. and 10 p.m. ET, with a replay on September 25 at 11 a.m. ET on SiriusXM's Viva channel.

In a historic two-part series, *Irakere Reunion: Chucho Valdés & Paquito D'Rivera*, Chucho Valdés will talk to founding members of the legendary Cuban band, Irakere! on his SiriusXM channel, *Chucho's Cuba and Beyond*. Parts one and two will include his conversation with Grammy award-winning clarinetist and saxophonist Paquito D'Rivera, airing October 4 at 4 p.m. and October 13 at 4 p.m. ET.

Listeners can also expect exclusive specials with world-famous artists Andrés Calamaro, Diego Torres, and many more all on the SiriusXM App. For a full SiriusXM programming schedule through October 15, please visit [HERE](#)

Also in celebration of Latinx and Hispanic Heritage Month, SiriusXM, Pandora, and Stitcher are proud to announce their new sales and distribution relationship with Pitaya Entertainment, the podcasting company dedicated to producing shows by and for Latinos in the US. Pitaya's podcasts, hosted by some of the biggest Latinx influencers in the U.S., include Ana Patricia Sin Filtro con Ana Patricia Gámez, Muy Fuera De Lugar con Werevertumorro, Sin Rodeo con Jomari Goyso, Entre Hermanas con Alejandra Espinoza y Damaris Jimenez, El Podcast con José Eduardo Derbez and Hyphenated with Joanna Hausmann and Jenny Lorenzo.

Special programming will continue across SiriusXM's Talk and Comedy channels. Some of the highlights include Comedy Greats channel 94, which will air full stand-up albums every Wednesday and Friday from some of the biggest Latinx comedians, including Cheech and Chong, George Lopez, Gabriel Iglesias, John Leguizamo, and more.

Raw Dog Comedy (channel 99) will also air full albums from Latinx comedians every Wednesday and Friday throughout the month, including releases from some of the biggest names in comedy. More specials are also planned for Netflix Radio (channel 93), Comedy Central Radio (channel 95), and Kevin Hart's Laugh Out Loud Radio (channel 96).

SiriusXM Progress (channel 127) will honor the history and culture of Latinx and Hispanic Heritage Month by shining a spotlight on the issues that are at the forefront of the Latinx Community. The channel will continue its "Pass The Mic" special series throughout the weekend of October 2, as the channel highlights Latinx voices and celebrates a community that has influenced so many of our traditions.

Peruvian-American children's musician Flor Bromley will guest DJ SiriusXM's **Kids Place Live** Hispanic Heritage Fiesta bringing listeners family-friendly songs from a wealth of Hispanic and Latin American acts. The lineup includes children's artists from Mexico, Colombia, Guatemala, and more. The special can be heard on September 19 at 9 a.m. ET on Kids Place Live channel 78, and is also available on the SXM App [here](#).

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in North America, and the premier programmer and platform for subscription and digital advertising-supported audio products. SiriusXM's platforms collectively reach approximately 150 million listeners, the largest digital audio audience across paid and free tiers in North America, and deliver music, sports, talk, news, comedy, entertainment and podcasts. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM's subsidiaries Stitcher, Simplecast and AdsWizz make it a leader in podcast hosting, production, distribution, analytics and monetization. The Company's advertising sales organization, which operates as SXM Media, leverages its scale, cross-platform sales organization and ad tech capabilities to deliver results for audio creators and advertisers. 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.

About Pandora

Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. Pandora provides consumers a uniquely-personalized music and podcast listening experience with its proprietary Music Genome Project® and Podcast Genome Project® technology. Pandora is also the leading digital audio advertising platform in the U.S. Through its own Pandora service, its AdsWizz platform, and third party services, such as SoundCloud, the Company connects brands to the largest ad-supported streaming audio marketplace in the country. Pandora is available through its mobile app, the web, and integrations with more than 2,000 connected products.

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 COVID-19 pandemic is adversely impacting our business; we face

substantial competition and that competition 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; we engage in extensive marketing efforts and the continued effectiveness of those efforts is an important part of 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; we may not realize the benefits of acquisitions and other strategic investments and initiatives; 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 business depends in large part on the auto industry; failure of our satellite would significantly damage our business; our Sirius XM service may experience harmful interference from wireless operations; our Pandora ad-supported business has suffered a substantial and consistent loss of monthly active users, which may adversely affect our Pandora business; 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; changes in mobile operating systems and browsers may hinder our ability to sell advertising and market our services; 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; privacy and data security laws and regulations may hinder our ability to market our services, sell advertising and impose legal liabilities; consumer protection laws and our failure to comply with them could damage our business; failure to comply with FCC requirements could damage our business; 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; the market for music rights is changing and is subject to significant uncertainties; our Pandora services depend upon maintaining complex licenses with copyright owners, and these licenses contain onerous terms; 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; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; 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; we have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; 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; if we are unable to attract and retain qualified personnel, our business could be harmed; 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; we may be exposed to liabilities that other

entertainment service providers would not customarily be subject to; and our business and prospects depend on the strength of our brands. 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, 2020, which is 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.

CONTACT: Heidi Anne-Noel, hanne-noel@pandora.com

Source: SiriusXM

 View original content to download multimedia <https://www.prnewswire.com/news-releases/siriusxm-and-pandora-celebrate-latinx-and-hispanic-heritage-month-with-new-initiatives-to-highlight-latinx-and-hispanic-artists-301378222.html>

SOURCE Sirius XM Holdings Inc.