August 18, 2020

SiriusXM Aviation Weather & Audio Available with Purchase of Bell Aircraft

Bell becomes first helicopter manufacturer to offer customers a three-month SiriusXM subscription with purchase of equipped aircraft

Bell's pilots and passengers to get SiriusXM's best-in-class aviation weather, information and audio entertainment

NEW YORK, Aug. 18, 2020 /PRNewswire/ -- SiriusXM® and Bell, a leading manufacturer of helicopters and a pioneer in the advancement of aviation technology, announced today that Bell will become the first helicopter OEM to provide its customers with a three-month subscription to SiriusXM's satellite-delivered aviation weather, information, and audio programming services with the purchase of a new rotor wing aircraft.

A three-month subscription to SiriusXM's satellite-delivered aviation weather, information, and audio programming services are available on the following popular Bell models – Bell 407GX, Bell 429, and the Bell 525.

Bell customers will receive three months of SiriusXM's top tier of Aviation Weather and Information service, plus the SiriusXM All Access programming package, which offers the full spectrum of SiriusXM audio entertainment. SiriusXM Aviation Weather and audio services are available in the continental United States and Canada.

"We are very pleased to expand the SiriusXM Aviation Weather and Information trial program to Bell, an innovative and highly-respected leader in the industry, as the first participating helicopter manufacturer," said Dave Wasby, VP, Aviation, Marine and Music for Business for SiriusXM. "With SiriusXM Aviation, Bell will provide their pilots the ability to receive valuable weather features and information that are not always available via ground based networks, and updated data at a faster refresh rate. Plus with SiriusXM's All Access package, pilots can enjoy the best in audio entertainment in the cockpit for the duration of their flights, as well as outside the aircraft with the SiriusXM app."

Bell helicopters come optionally equipped with Garmin GDL69 avionics to deliver SiriusXM Aviation Weather features including:

- High-Resolution Composite Radar updating every 2.5 minutes
- Surface Visibility
- NEXRAD Storm Cell Attributes

- 2.5 minute updates for Lightning strike locations: cloud-to-cloud and cloud-to-ground
- Base Reflectivity Radar

Plus other capabilities that ADS-B (Automatic Dependent Surveillance – Broadcast) weather doesn't offer including:

- No line-of-sight restrictions
- No altitude limitations
- No gaps in coverage coast-to-coast
- Weather & Info from taxi to landing

SiriusXM All Access is SiriusXM's most extensive offering, featuring Howard Stern, SiriusXM's wide variety of commercial-free music, plus live sports, talk programming, comedy and more. All Access subscribers get satellite-delivered channels in their aircraft, plus streaming access to SiriusXM programming outside their aircraft on the SiriusXM app, online at player.siriusxm.com, and on a wide variety of connected devices and speakers. The SiriusXM app also delivers multiple additional streaming-only features like SiriusXM's Personalized Stations Powered by Pandora, SiriusXM video, and more than 100 Xtra Music Channels that deliver the right music for your mood or moment.

About Bell

Thinking above and beyond is what we do. For more than 80 years, we've been reimagining the experience of flight – and where it can take us.

We are pioneers. We were the first to break the sound barrier and to certify a commercial helicopter. We were a part of NASA's first lunar mission and brought advanced tiltrotor systems to market. Today, we're defining the future of on-demand mobility.

Headquartered in Fort Worth, Texas – as a wholly-owned subsidiary of Textron Inc., – we have strategic locations around the globe. And with nearly one quarter of our workforce having served, helping our military achieve their missions is a passion of ours.

Above all, our breakthrough innovations deliver exceptional experiences to our customers. Efficiently. Reliably. And always, with safety at the forefront.

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 together reach more than 100 million people each month with their audio products. 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 June 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.*

Source: SiriusXM

Media contacts:
Andrew FitzPatrick, SiriusXM, Andrew.FitzPatrick@SiriusXM.com
Kevin Bruns, SiriusXM, Kevin.Bruns@SiriusXM.com
Blakeley Thress, Bell, mediarelations@bh.com

SOURCE Sirius XM Holdings Inc.