

July 1, 2021



The Beach Boys Launch Exclusive Siriusxm Radio Channel 'Good Vibrations: The Beach Boys Channel'

Limited Engagement Channel Begins July 1, airing for two months, on live satellite and streaming platforms

Channel to feature the most comprehensive audio collection of The Beach Boys' musical legacy, including audio from the upcoming Beach Boys' box set, 'Feel Flows' out August 27

NEW YORK, July 1, 2021 /PRNewswire/ -- The Beach Boys, one of the most critically acclaimed and commercially successful bands of all time, and SiriusXM announced today the launch of '*Good Vibrations: The Beach Boys Channel*,' a limited-engagement channel featuring sun-drenched songs from every phase of the group's decades-spanning career. The channel begins July 1 on channel 105, and airs through August 31.



Ideal for summertime listening, *The Beach Boys Channel* will bring the band's iconic sounds from the California coastline into the homes and cars of SiriusXM listeners, wherever they are. As the most complete and comprehensive audio collection from one of America's most-beloved bands, the channel will feature The Beach Boys' early songs about surf, sand, girls and cars, to their pioneering sounds that influenced generations of artists. Listeners can expect to hear the band's biggest hits, hard-to-find rarities, a cappella vocals, backing tracks, alternate versions, exclusive stories from family and band members (past and present), band members' solo work, and much more.

In the hours leading up to The Beach Boys' new and expansive box set, ***Feel Flows – The Sunflower and Surf's Up Sessions 1969-1971***, out on August 27 via Capitol/UMe, the channel will spotlight some of the rare and never-before-heard audio material from the box set, which boasts 135 tracks, including 108 previously unreleased tracks, live recordings,

radio promos, alternate versions, alternate mixes, isolated backing tracks and a cappella versions, culled from the album sessions.

For all information on 'Good Vibrations: The Beach Boys Channel' visit:

<https://siriusxm.us/BeachBoysChannel>

Feel Flows – The Sunflower and Surf's Up Sessions 1969-1971 will be released by Capitol/UMe on August 27. For more information on this please visit:

<https://thebeachboys.lnk.to/FeelFlowsPR>

Subscribers are able to listen to *Good Vibrations: The Beach Boys Channel* (ch. 105) online, on-the-go with the SXM App, and at home 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. Go to www.siriusxm.com/ways-to-listen to learn more.

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. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM's properties, which include Pandora and leading podcast company Stitcher, 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.

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.

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