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## **SiriusXM Announces the Launch of "Purpose Built" Hosted by Allbirds Co-Founder and Co-CEO Joey Zwillinger**

**The special series will feature entrepreneurs sharing the secrets behind their successful, socially-responsible companies**

**SiriusXM's "Purpose Built" will air on both SiriusXM's Business Radio and Insight channels**

NEW YORK, March 12, 2019 /PRNewswire/ -- SiriusXM announced today the launch of *Purpose Built*, a special series hosted by Allbirds Co-Founder and Co-CEO Joey Zwillinger, featuring mission-oriented entrepreneurs sharing their experiences in building brands that thrive as they prioritize using their business for good.



SiriusXM's *Purpose Built* will debut on Tuesday, March 12 on SiriusXM's Business Radio Powered by the Wharton School channel 132 at 12:00pm ET, and on Insight channel 121 at 6:00pm ET. Each one hour episode will showcase host and Wharton alumnus Joey Zwillinger in conversation with high profile business guests discussing how to create and support socially-responsible companies.

The series premiere will feature SiriusXM P.O.T.U.S. host Michael Smerconish leading a conversation with Allbirds Co-Founders and CEOs Joey Zwillinger and Tim Brown, as they detail their journey from startup to success in creating one of the most recognizable footwear companies today. Zwillinger and Brown share how they produce and open-source their carbon-negative soles and how they make the technology available to other manufacturers. Listeners can preview part of that interview [here](#).

"Joey Zwillinger and Tim Brown are part of an exciting wave of socially-aware entrepreneurs whose stories and worldviews will be a fascinating addition to our talk programming lineup," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "The *Purpose Built* series will feature like-minded business people sharing how taking a more socially-conscience approach to the marketplace can benefit their bottom line."

The second installment of the series will have Nick Leschly, CEO of Bluebird Bio, as its featured guest. Upcoming guests include Yael Aflalo, CEO of Reformation; Gregg Renfrew, CEO of Beautycounter; Matt Pohlson, Co-Founder and Co-CEO of Omaze; and James Rogers, Founder and CEO of Apeel.

Joey Zwillinger has long been passionate about making things from renewable resources, which led him to start Allbirds. Prior to co-founding Allbirds, he spent six years managing the microalgae-based renewable chemical business at Solazyme. Previously, he spent time advising and investing various businesses in the technology, consumer, and clean tech sectors at Industry Ventures, Deloitte Consulting, and Goldman Sachs. He earned an MBA from Wharton with honors, and a Bachelor of Science in engineering from UC Berkeley.

Business Radio Powered by The Wharton School is SiriusXM's exclusive 24/7 channel featuring easily accessible information on a wide range of business topics.

SiriusXM Insight features a broad range of programming that includes shows on leadership, financial advice, technology and more.

In addition to listening to *Purpose Built* on the Business Radio and Insight channels, SiriusXM subscribers with streaming access can hear the program on a wide variety of connected devices including smart TVs, Amazon Alexa devices, Apple TV, Sony PlayStation, Roku, Sonos speakers and more. Go to [www.SiriusXM.com/AtHome](http://www.SiriusXM.com/AtHome) to learn more.

### **About the Wharton School**

Founded in 1881 as the world's first collegiate business school, the [Wharton School](http://www.wharton.upenn.edu) of the University of Pennsylvania is shaping the future of business by incubating ideas, driving insights, and creating leaders who change the world. With a faculty of more than 235 renowned professors, Wharton has 5,000 [undergraduate](#), [MBA](#), [executive MBA](#) and [doctoral](#) students. Each year 18,000 professionals from around the world advance their careers through [Wharton Executive Education's](#) individual, company-customized, and online programs. More than 98,000 Wharton alumni form a powerful global network of leaders who transform business every day. For more information, visit [www.wharton.upenn.edu](http://www.wharton.upenn.edu).

### **About SiriusXM**

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest audio entertainment company, and the premier programmer and platform for subscription- and advertising-supported audio products. With the recent addition of Pandora, the largest streaming music provider in the U.S., SiriusXM reaches more than 100 million people with its audio products. For more about the new SiriusXM, please go to: [www.siriusxm.com](http://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: our substantial competition, which is likely to increase over time; our ability to attract or increase the number of subscribers, which is uncertain; our ability to profitably attract and retain more price-sensitive consumers; failure to protect the security of personal information about our customers; interference to our service from wireless operations; a decline in the effectiveness of our extensive marketing efforts; consumer protection laws and their enforcement; our failure to realize benefits of acquisitions or other strategic initiatives, including the acquisition of Pandora Media, Inc.; unfavorable outcomes of pending or future litigation; the market for music rights, which is changing and subject to uncertainties; our dependence upon the auto industry; general economic conditions; existing or future government laws and regulations could harm our business; failure of our satellites would significantly damage our business; the interruption or failure of our information technology and communications systems; rapid technological and industry changes; failure of third parties to perform; our failure to comply with FCC requirements; modifications to our business plan; our indebtedness; damage to our studios, networks or other facilities as a result of terrorism or natural catastrophes; our principal stockholder has significant influence over our affairs and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock; impairment of our business by third-party intellectual property rights; and changes to our dividend policies which could occur at any time. 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, 2018, 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.*

**Source: SiriusXM**

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