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SiriusXM and Pandora Launch Pandora NOW

SiriusXM and Pandora today introduce the first exclusive listening experience across both platforms, leveraging Pandora's listener data with SiriusXM's curation and presentation expertise

Pandora NOW will be presented as both a SiriusXM channel and Pandora interactive station and playlist for its combined audience of 100M listeners

NEW YORK, April 4, 2019 /PRNewswire/ -- SiriusXM and Pandora today announced Pandora NOW, the first original and exclusive music experience created for both SiriusXM subscribers and Pandora listeners. Pandora NOW harnesses the combined strength of Pandora's extensive listener data and SiriusXM's curatorial expertise to create unique access to the most popular and fast-trending music right now.



Pandora NOW features today's hottest and most listened to new music on Pandora but will be delivered uniquely to both the SiriusXM and Pandora audiences. For SiriusXM listeners, Pandora NOW will be presented as a new curated channel (Channel 3), while Pandora users can experience Pandora NOW music as an interactive station with song skipping and thumbs up/down rating, or as a continually-updated playlist for Pandora Premium subscribers.

The music played on Pandora NOW will be uncensored and showcase the most listened to and fastest-trending new music on Pandora across all genres, including Pop, Hip Hop, R&B, Dance and Latin. Pandora NOW will launch on Thursday, April 4 on both platforms.

"Pandora NOW will be an amazing new experience for both SiriusXM and Pandora listeners," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "We're

excited to combine, for the first time, the wealth of Pandora listener data with the proven curation expertise of our SiriusXM team to give our combined 100 million listeners a truly unique and unprecedented listening experience. Not only will Pandora NOW give listeners exclusive, up-to-the-moment access to the music people are streaming on Pandora the most, but it will let music fans influence which songs are played."

Pandora announced that **Cardi B**, **Post Malone**, and **Khalid** are currently among its most listened-to artists. "To find out that I am one of the most played artists on Pandora is so great and I am so excited to share this news with my fans! Shout out to Bardi Gang!" said Cardi B.

"Pandora showing me love is sick as f*ck," said Post Malone. "It's crazy to think I'm one of the most played artists in the world. Thank you to everyone! We are ready to rock with Pandora NOW so fans can listen on both SiriusXM and Pandora. Let's keep pushing the envelope."

To celebrate the launch of Pandora NOW, multi-platinum R&B superstar artist Khalid will be at SiriusXM's Rockefeller Center studios today to launch the new channel and station on SiriusXM and Pandora. Khalid's music is amongst Pandora's top trending tracks, and throughout this weekend Pandora NOW will feature several songs from his highly anticipated sophomore album, "Free Spirit," which will be released on Friday, April 5, including Khalid's newest song "Out Of My Head" (featuring John Mayer).

SiriusXM subscribers will be able to listen to Pandora NOW (Ch. 3) on SiriusXM radios, and those with streaming access can listen online, on-the-go with the SiriusXM mobile app, and at home on a wide variety of connected devices including smart TVs, Amazon Alexa devices, Apple TV, PlayStation, Roku, Sonos speakers and more. Go to www.SiriusXM.com/streaming to learn more.

Pandora users can experience Pandora NOW as an interactive station for ad-supported and Pandora Plus listeners, or as a curated playlist for Pandora Premium subscribers on both the web and Pandora's mobile app.

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.

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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