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SiriusXM Unveils Significant Podcasting Venture on Pandora with Some of Its Biggest Stars Starting Today

Programs hosted by SiriusXM talent including Andy Cohen, Ricky Gervais, Kevin Hart, Hoda Kotb, Jenny McCarthy, Chris "Mad Dog" Russo, and Sway will reach Pandora's millions of listeners as podcasts

NEW YORK, April 16, 2019 /PRNewswire/ -- Today SiriusXM announced the first initiative in delivering its unparalleled talk programming to Pandora's broad audience. Starting now, content from select SiriusXM shows extending across entertainment, talk, comedy, music, and sports, will be available to all Pandora listeners as podcasts.



At launch, this content will reach more than 100 million audio listeners and subscribers of Pandora and SiriusXM. Located within the new Podcasts on Pandora offering, users will be able to enjoy content from some of SiriusXM's most popular entertainment shows, including **"Andy Cohen's Deep & Shallow Interviews,"** featuring Cohen's best conversations of the week; **"Jenny McCarthy's Celebrity Dirt,"** sharing highlights of McCarthy dishing about the latest Hollywood scandals; **"The Jason Ellis Show,"** playing top moments of the week; and **"The Hoda Show,"** a full, commercial-free podcast of Hoda Kotb's SiriusXM program, and much more. Podcasts on Pandora leverages unrivaled listener-personalization technology to serve up podcast recommendations that are unique to each user's tastes.

For those seeking motivation, the **"Joel Osteen"** podcast will be available on Pandora. Pastor of America's largest church, Osteen, who also has his own SiriusXM channel, will deliver his moving Lakewood messages in full each week.

Comedy fans will be able to hear from some of the world's most beloved comics. **"Straight from The Hart with Kevin Hart," "Ricky Gervais Is Deadly Sirius,"** and **"Larry the Cable Guy Weekly Roundup"** will be available on Pandora as commercial-free podcasts each week, while **"A Comic Mind Hosted by Jeff Foxworthy"** will be monthly. Program highlights from **"Jim Norton & Sam Roberts"** will also be available weekly.

For compelling talk shows about music and artists, users can catch the best moments of the week from **"Trunk Nation"** with Eddie Trunk, **"Debatable"** with Mark Goodman and Alan Light, and **"Feedback"** with Nik Carter and Lori Majewski; as well as the top long-form segments of **"Sway in the Morning."**

Among the nearly two dozen new podcasts on Pandora will be highlights from some of SiriusXM's top sports programs, including **"Mad Dog Unleashed,"** featuring Christopher

'Mad Dog' Russo's daily opening rant and top segment of the day; **"Schein on Sports,"** another daily podcast offering Adam Schein's opening monologue; and **"Busted Open,"** a daily "best of" podcast for pro wrestling fans.

"We're excited that some of our most popular talk shows are now being made available to Pandora users," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "This will be a great opportunity for new audiences to discover these SiriusXM shows, while providing Pandora with great programming, as we continue to collaborate on content opportunities for both platforms."

Click [here](#) to see the full list of podcasts available on Pandora.

The announcement of select SiriusXM talk programs becoming available as podcasts on Pandora follows the recent launch of Pandora NOW, the first content offering available exclusively to both SiriusXM and Pandora listeners to capture the essence of what people are listening to now, and deliver today's hottest and top-trending music hits across all genres.

SiriusXM subscribers with streaming access can listen to SiriusXM's 200+ channels at home 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 to learn more.

About Pandora

Pandora, a subsidiary of SiriusXM, is the leading music and podcast discovery platform, providing a uniquely-personalized listening experience to approximately 70 million users each month with its proprietary Music Genome Project ® and Podcast Genome Project ® technology - whether at home or on the go - through its mobile app, the web, and integrations with more than 2,000 connected products. As the largest streaming music provider in the U.S., with an industry-leading digital audio advertising platform, Pandora connects listeners with the music and podcasts they love the most.

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.

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