

June 18, 2019



# **SiriusXM And SoulCycle Team Up To Launch 'SoulCycle Radio'**

**Bring the sound of SoulCycle to wherever you are**

**New channel will feature inspiring music curated by SoulCycle's most influential instructors**

**Mark Ronson to headline kick-off Sound by SoulCycle concert in August in NYC**

**Exclusive SoulCycle playlists also to be featured on Pandora**

NEW YORK, June 18, 2019 /PRNewswire/ -- SoulCycle, the leading lifestyle brand redefining health and happiness, has teamed up with SiriusXM for the launch of an exclusive fulltime SoulCycle music channel featuring the inspiring, motivating, and transformative music heard in their famed studios.

## **SOULCYCLE**

At [SoulCycle](#), music connects, moves, and inspires the brand's loyal community. The unparalleled experience inspires mind, body, and soul—the rhythm of a pack, set to one-of-a-kind playlists and led by motivational instructors—all of which can now be enjoyed for the first time by listeners everywhere.

SiriusXM's SoulCycle Radio will feature the same inspirational energy as a class, taking listeners on a transformative journey. The channel will be dedicated to playlists created by SoulCycle's famed instructors including top artists and songs from SoulCycle classes nationwide, mixed with instructors sharing inspirational messages on mindfulness and healthy living. SiriusXM will also livestream the brand's Sound by SoulCycle concert series, which has been headlined by Ciara, The Chainsmokers, Louis the Child, and Elley Duhé. The next concert will feature Mark Ronson in August in New York.

SoulCycle Radio is scheduled to launch later this summer on SiriusXM channel 4 and through the SiriusXM app on smartphones and other connected devices.

Pandora will feature elements of the SiriusXM SoulCycle channel with playlists from SoulCycle instructors, their inspirational messages, and exclusive Sound by SoulCycle concert audio. SiriusXM's SoulCycle Radio on Pandora will be available for streaming later this summer. SiriusXM and SoulCycle will also team up on exclusive branded partnership

opportunities aimed at both devoted riders and listeners.

"Wherever you live, this new channel will allow SoulCycle riders to extend their experience throughout the day, and for those who are uninitiated, to get a taste of what it's like to be part of this high-energy, inspired community," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "SoulCycle has an incredibly devoted fan base nationally because of its great lifestyle program fueled by outstanding music playlists and classes led by dynamic, inspiring instructors. Listeners can now get their SoulCycle fix any time of day and wherever they are."

"At SoulCycle, music is what connects us, moves us, and inspires us," said Melanie Whelan, CEO of SoulCycle. "With SoulCycle Radio on SiriusXM, we can reach our riders wherever they are in their day-to-day lives, as well as reach people who may not have yet experienced the motivational magic that is SoulCycle."

"Launching SoulCycle Radio on SiriusXM will bring our music to an audience of millions and is a natural way to feature our instructors, their creativity and their relationships with artists," said Gregory Gittrich, Chief Commercial Officer of SoulCycle. "Our listeners — both our existing community and newcomers — will feel joyful, motivated, and inspired to take on the world."

SiriusXM subscribers will be able to listen 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](http://www.SiriusXM.com/streaming) to learn more.

## **About SoulCycle**

**The SoulCycle Experience:** [SoulCycle](#) is the leading lifestyle brand redefining health and happiness through unique mind-body-soul experiences. More than 20,000 riders take SoulCycle classes every day to ride through struggles, strengthen their bodies, empower their minds and find joy in movement to become the best version of themselves. SoulCycle was founded on a few simple ideas: That fitness could be a physical, musical and inspirational experience, and one that you look forward to. With transformative class offerings, a devoted and loyal community, world-class, one-of-a-kind instructors, and unparalleled hospitality within our studios, SoulCycle serves an important purpose: move people to move the world.

SoulCycle transformed boutique fitness with the launch of its signature indoor cycling class in New York City in 2006, and has since continued to innovate and grow for its community. There are currently more than 90 studios across North America, Canada and internationally in the UK. In addition to offering a one-of-a-kind fitness experience, studios are popular retail destinations, and the brand recently launched its first proprietary apparel collection, Soul by SoulCycle. In 2018, SoulCycle introduced a media division that transcends studio walls and brings the SoulCycle experience to a global audience through music, digital programming and experiential events.

## **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**

**Media contacts:**

Amy Galleazzi  
212.901.6552  
[amy.galleazzi@siriusxm.com](mailto:amy.galleazzi@siriusxm.com)

Kimberly Gibbs  
646-632-3263  
[Kimberly.gibbs@soul-cycle.com](mailto:Kimberly.gibbs@soul-cycle.com)



View original content to download multimedia <http://www.prnewswire.com/news-releases/siriusxm-and-soulcycle-team-up-to-launch-soulcycle-radio-300870466.html>

SOURCE Sirius XM Holdings Inc.