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Megastar Kevin Hart Expands Relationship with SiriusXM

Hart's flagship show "Straight From The Hart" on his exclusive SiriusXM channel, "Kevin Hart's Laugh Out Loud Radio," moves to twice a week, with all-new two-hour broadcasts

"Straight From The Hart" currently ranks as the #1 podcast on Pandora

NEW YORK, July 11, 2019 /PRNewswire/ -- Today SiriusXM and Laugh Out Loud, Kevin Hart's comedy brand and multi-platform network, announced that the superstar actor and comedian is expanding his relationship with the world's largest audio entertainment company. Starting July 18, Hart's exclusive SiriusXM program, *Straight From The Hart*, will increase from a weekly show to twice a week, and will also double to two hours, giving listeners even greater comedy and dynamic banter from Hart and The Plastic Cup Boyz.



Kevin Hart's Laugh Out Loud Radio channel 96 premiered on SiriusXM in February of 2018, with Hart hosting his own program alongside co-hosts and friends, The Plastic Cup Boyz. It's since emerged as one of the most popular comedy channels on SiriusXM. In April of 2019, *Straight From The Hart* became available on Pandora, and now ranks as the #1 podcast across all genres.

"I'm thrilled with the success we've had to date with SiriusXM and look forward to continuing that momentum by delivering more frequent programming, new segments and even bigger laughs for our listeners," said Kevin Hart. "The channel has been an incredible amplifier for the Laugh Out Loud brand as we further expand our distribution universe and explore new ways to connect with audiences across all platforms."

"Kevin is one of the world's top stars with impeccable taste for championing diverse comedic voices, therefore it's no surprise that his Laugh Out Loud Radio channel has been so successful," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "We're excited to continue our relationship with Kevin in an even greater capacity, now offering SiriusXM subscribers quadruple the entertainment."

The new season of *Straight From The Hart* will kick off on July 18 with episodes airing Tuesdays and Thursdays from 7:00 - 9:00 PM ET.

Following in August, Hart will premiere a recurring interview special, *Hart to Heart*, in which he'll sit down with fellow celebrities and some of the greatest names in comedy for hilarious

and uniquely insightful interviews. The all-new format will debut at the *Just For Laughs Festival* in Montreal where fans will be treated to an evening of conversation, comedy, and candor as Hart will conduct interviews with **Trevor Noah, Anthony Anderson, Howie Mandel**, and other guests, in front of a live audience at Montreal's The Monument-National theater. These special interviews will air in place of regularly scheduled broadcasts of Hart's show on August 8 and August 22.

SiriusXM subscribers with streaming access can listen to SiriusXM's 200+ channels – including Laugh Out Loud Radio – 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 Laugh Out Loud

Laugh Out Loud is a comedy brand and multi-platform network founded by the world's top comedian Kevin Hart. Through his network, Hart delivers his vision for the future of comedy: social, mobile, multicultural and seriously funny. From stand-up legends to globally-recognized digital influencers, Hart and LOL curate comedy's boldest voices to produce original scripted and unscripted series, stand-up specials, live broadcasts and special events. Hart brings the groundbreaking social-first strategy that earned him 100 million+ followers to Laugh Out Loud, with one core mission: keep the world laughing. Dope Comedy. Delivered Daily. Always On. Always Loud. Directly from Kevin Hart and his hand-picked crew of comedic rockstars.

About Kevin Hart, Actor / Comedian / Author / Investor

Kevin Hart was born and raised in Philadelphia, Pennsylvania where he launched his career as a comedian during an amateur night at a local comedy club. Over the years, Hart has become Hollywood's box office powerhouse, with ten films opening at number one on opening weekend. Hart is currently in production working on his new film, *Fatherhood*, a movie which he is starring in and also producing through his production company - Hartbeat Productions. *Fatherhood* is based on the best-selling book Two Kisses for Maddy and will be released in the spring of 2020. In theatres now, Hart can be heard reprising his role as "Snowball," in *The Secret Life of Pets 2*. In December 2019, Hart returns to Sony's *Jumanji: The Next Level*, alongside Dwayne Johnson, Jack Black, Danny DeVito and Karen Gillan. In 2019, Hart starred in STX Entertainment's *The Upside* alongside Bryan Cranston and Nicole Kidman. In 2018, Hart co-wrote, produced, and starred in Universal's *Night School*, all under Hartbeat Productions. In 2017, Hart starred in *Jumanji: Welcome to the Jungle*, his highest grossing movie to date. He recently wrapped his global live standup comedy tour, "The Irresponsible Tour," which was also released as an original Netflix standup special in April 2019. Hart's last tour, "What Now," grossed over \$100 million worldwide and culminated in a performance to a sold-out crowd at Philadelphia's NFL stadium. Hart's previous credits include: *Central Intelligence*, *The Secret Life of Pets*, and the *Ride Along* films. Kevin's memoir, I Can't Make This Up, debuted at number one on the New York Times Best Seller list and remained on the Top 10 Print Hardcover Bestsellers List for ten weeks straight. Hart's digital network, the Laugh Out Loud Network, serves as a platform for emerging comedians and is home to two premium series which both feature Kevin - "What the Fit?" and "Cold as Balls." Kevin's brand endorsements include NIKE, Chase J.P Morgan and additionally, Hart is an investor & designer in Tommy John.

About The Plastic Cup Boyz

The Plastic Cup Boyz are a group of successful comedians, actors, and writers consisting of Will "Spank" Horton, Na'im Lynn, Joey Wells, Harry Ratchford, and Wayne Brown. The group brings over a decade of experience on the stand-up scene, having performed all over the world as Kevin Hart's longtime opening act, and have gone on to star in numerous televisions specials, including multiple appearances on Comedy Central that have highlighted their outstanding comedic abilities.

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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