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## **SiriusXM Marine Launches Fish Mapping™ Service - Now Available on Garmin® GXM™ 54 Satellite Weather and Radio Receiver**

NEW YORK, Sept. 9, 2019 /PRNewswire/ -- SiriusXM today announced the launch of its new Fish Mapping™ service. This new, comprehensive SiriusXM Marine package – designed to help saltwater anglers locate fish faster, as well as save time and fuel – is now available on the GXM 54 satellite weather and radio receiver from Garmin International, Inc.



SiriusXM Marine's new Fish Mapping™ service is powered by Maxar Technologies, an innovator in Earth Intelligence and Space Infrastructure. Fish Mapping™ provides regularly updated, science-based graphical information directly on compatible Garmin multi-function displays – even well beyond cellular range.

Maxar has provided enhanced oceanographic datasets and fishing recommendations prepared by the best oceanographers in the industry to commercial fishermen for over 20 years. Now, with the SiriusXM Marine Fish Mapping™ service, anglers can use the same technology to fish more effectively.

Offering premium marine features like recommended areas to find specific game fish, weed lines, sea surface temperatures and front strength, sub surface sea temperatures, and plankton concentration data, Fish Mapping™ is ideal for all salt-water anglers – whether they compete in fishing tournaments, take clients on charter trips, or simply fish for fun.

"We are extremely pleased to team up with Garmin and Maxar for the launch of this game-changing new service," said Dave Wasby, VP Aviation, Marine, and Music for Business, SiriusXM. "With Garmin's GXM 54 receiver, anglers can view graphical fishing information directly on the boat's display. The images are refreshed automatically, without customers needing to initiate a new data request. This easy-to-use service will help anglers identify where game fish are likely to be biting – saving time to reach the best spots for a good day of fishing."

"Garmin and SiriusXM have worked together for over a decade to provide mariners with best-in-class audio and weather services, and we're proud to be the first to offer the new

Fish Mapping service with our GXM 54 antenna," said Dan Bartel, Garmin vice president of global consumer sales. "With Fish Mapping content delivered straight to your Garmin chartplotter, you'll gain added awareness and confidence on the water so you can focus on what's most important – finding and catching fish."

"Through our extensive experience in artificial intelligence and machine learning, Maxar gathers content from many sources and combines it with our powerful geospatial analytics system to deliver insights and answers that help customers be more predictive in their decisions," said Jeff Culwell, Maxar's Chief Product Officer. "For SiriusXM Marine's Fish Mapping™ service, we're providing real-time intelligence that will give serious anglers a leg-up on the competition and help casual anglers enjoy more successful fishing trips."

SiriusXM Marine's new Fish Mapping™ service includes:

- **Fishing Recommendations:** View locations oceanographers recommend to find specific types of game fish, based on their expert analysis. The locations are overlaid on the angler's chart and can be viewed in combination with other features.
- **Weed Lines:** View concentrations of floating algae/plants, which provide nutrients and cover, creating habitats for bait fish, shrimp, etc., and attract predatory game fish. Weed lines drift and shift over time, so they can be hard to locate. This feature shows anglers where weed lines have been sighted recently, or are most likely to be forming.
- **Sea Surface Height Anomaly:** View locations where the sea surface height is different than the surrounding area using actual radar data and models of the sea surface. Shows "upwelling" areas that create favorable conditions including nutrient-rich water that attracts bait fish and game fish – and helps avoid "downwelling" areas that are nutrient poor and don't support favorable fishing conditions.
- **Sea Surface Temperature Contours:** View contour lines where there is sea surface temperature change from cool to warm that attracts bait fish. These contours help locate target species based on their preferred temperature range.
- **Sea Surface Temperature Front Strength:** View strength of ocean "fronts", which are significant temperature changes that create distinct boundaries between bodies of water, concentrating nutrients which attracts bait fish. Strong fronts are good places to find game fish.
- **30m Subsurface Sea Temperatures:** View the water temperature 30 meters below the surface. This feature identifies areas with the preferred temperature range of target game fish in the area below the surface where they are likely to be hunting.
- **Plankton Concentration Contours:** View areas of plankton concentrations. Plankton is the primary food source for most bait fish, which attract hungry game fish.
- **Plankton Front Strength:** View areas of greatest plankton concentrations with murky, nutrient-rich water favorable for baitfish that are next to areas with relatively little/no plankton with clear, predator-preferred water with better visibility for hunting.

Garmin's GXM 54 is easy to install and use. With clear line of sight to the sky, its reliable antenna provides the best possible reception — even on the edges of SiriusXM's coverage area.

The Fish Mapping™ subscription is \$99.99 per month plus applicable fees and taxes. In addition to the eight new fishing features, it includes all of SiriusXM's weather information from the SiriusXM Marine Offshore Weather package. The subscription can be suspended at no charge for up to six months each year.

SiriusXM and Garmin have teamed up to offer \$250 in combined rebates on the GXM 54 receiver. For details visit:

<https://garmin.blogs.com/promotions/2019/08/2019gxm54rebate.html>.

SiriusXM's services available on Garmin also include SiriusXM Marine Offshore Weather, SiriusXM's top-level weather package, as well as SiriusXM's audio entertainment programming.

For more information, visit <https://buy.garmin.com/en-US/US/p/675718> and [siriusxm.com/fishmapping](https://siriusxm.com/fishmapping).

### **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: [SiriusXM.com](https://siriusxm.com).

### **About Garmin**

For decades, Garmin has pioneered new GPS navigation and wireless devices and applications that are designed for people who live an active lifestyle. Garmin serves five primary markets, including automotive, aviation, fitness, marine, and outdoor recreation. For more information, visit Garmin's virtual pressroom at [garmin.com/newsroom](https://garmin.com/newsroom), contact the Media Relations department at 913-397-8200, or follow us at [facebook.com/garmin](https://facebook.com/garmin), [twitter.com/garmin](https://twitter.com/garmin) news, [instagram.com/garmin](https://instagram.com/garmin) or [youtube.com/garmin](https://youtube.com/garmin).

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### **About Maxar**

Maxar is a trusted partner and innovator in Earth Intelligence and Space Infrastructure. We deliver disruptive value to government and commercial customers to help them monitor, understand and navigate our changing planet; deliver global broadband communications; and explore and advance the use of space. Our unique approach combines decades of deep mission understanding and a proven commercial and defense foundation to deploy solutions and deliver insights with unrivaled speed, scale and cost effectiveness. Maxar's 5,900 team members in 30 global locations are inspired to harness the potential of space to help our customers create a better world. Maxar trades on the New York Stock Exchange and Toronto Stock Exchange as MAXR. For more information, visit [www.maxar.com](https://www.maxar.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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