

December 2, 2019



UNINTERRUPTED and SiriusXM Launch Exclusive Athlete Playlists on Pandora to Bring Fans Closer to Their Favorite Players Through Music

New Custom Playlists from LeBron James, Rob Gronkowski, Odell Beckham Jr., Angel McCoughtry and More Available Exclusively on Pandora

NEW YORK and LOS ANGELES, Dec. 2, 2019 /PRNewswire/ --SiriusXM and UNINTERRUPTED are teaming up to connect music and sports in an exclusive and innovative new way, bringing fans closer to the athletes they love through athlete-curated playlists available exclusively for Pandora listeners. Playlists from LeBron James, Rob Gronkowski, Odell Beckham Jr., Angel McCoughtry, Dion Waiters, Lexie Brown, Lonzo Ball, Mo Bamba, Draymond Green, Nate Burleson, Chiney Ogwumike and Adam Rippon are available now on Pandora, with more athlete playlists to follow.

The playlists will allow fans to go behind the scenes with access to featured players' warm-up playlists, playable in real time as the players themselves listen to them and get ready for game time. Pandora listeners can connect with their favorite superstar athletes as they listen to custom playlists featuring music from the athletes' favorite artists like DaBaby, Beyoncé, Lizzo, Travis Scott, Taylor Swift, Diplo and Dua Lipa.

"There's a real and deep emotional connection between athletes and music," said Maverick Carter, UNINTERRUPTED's CEO. "I was honored and inspired to be an early part of Beats and to work with Jimmy Iovine and Dr. Dre to develop something unique that furthers that emotional connection. Together with SiriusXM and Pandora, we're taking that to a new level, giving fans a new way to connect with the athletes they love."

"We are very excited to collaborate with UNINTERRUPTED, a unique and innovative content creator, to allow listeners to make a deeper connection with their favorite athletes. Through this exclusive offering, we are providing listeners with access to the music the athletes are listening to, whether warming up or working out to prepare for a game or just what they listen to in their free time," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "As Maverick said, music and sports are strongly linked and this creative partnership will create a unique listening experience that brings together both worlds."

UNINTERRUPTED joins recently announced platinum recording artist Drake and comic book giant Marvel Entertainment in coming to SiriusXM and Pandora for exclusive content and access. The exclusive athlete playlists deepen UNINTERRUPTED and SiriusXM's collaborative work together following the launch of the *17 Weeks* podcast in September. *17 Weeks* is narrated by Burleson and features three of pro football's most dynamic players –

Jets running back Le'Veon Bell, Rams cornerback Jalen Ramsey and Bills wide receiver Cole Beasley – with new episodes every week on the SiriusXM and Pandora apps.

About UNINTERRUPTED

UNINTERRUPTED is an athlete empowerment brand founded by LeBron James and Maverick Carter. The company is built upon the radical idea that all athletes should have a platform to express themselves without intermediaries. From this premise, a mission was born: to empower athletes from all walks of life to communicate in an unimpeded way and to be More Than an Athlete. UNINTERRUPTED is upending the world of sports media by working with athletes to tell unique, human stories from their point of view. Through content, merchandise, events, partnerships and educational opportunities, UNINTERRUPTED is changing the way athletes engage with the public and empowering them to be known and valued for more than the sport they play.

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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SOURCE Sirius XM Holdings Inc.