

March 16, 2020



SiriusXM's UMF Radio to Showcase Ultra Music Festival Experience

SiriusXM's Ultra Virtual Audio Festival to broadcast exclusive new DJ sets from Armin van Buuren, Martin Garrix, Above & Beyond, Major Lazer and more

Limited-run channel to also feature DJ Sets from past Ultra Music Festivals, including performances from Kygo, The Chainsmokers, Marshmello, Zedd and more

NEW YORK, March 16, 2020 /PRNewswire/ -- SiriusXM today announced the broadcast of SiriusXM's Ultra Virtual Audio Festival on UMF Radio starting on Friday, March 20.



SiriusXM's Ultra Virtual Audio Festival will feature exclusive live DJ sets from artists who were originally scheduled to perform at Ultra Music Festival, including Afrojack, Armin van Buuren, Martin Garrix, Above & Beyond, Major Lazer, Lost Frequencies, Oliver Heldens, Nicky Romero, and more.

SiriusXM's UMF Radio channel will launch on Friday, March 20 at 5:00 pm ET and will air through Monday, March 23 on channel 52, on satellite radios and on the SiriusXM app.

The limited-run channel will also highlight past live DJ sets from previous Ultra Music Festival performances that have aired live on SiriusXM. Past sets from DJs, including Kygo, The Chainsmokers, Marshmello with special guest Roddy Ricch, Zedd, and Carl Cox, will broadcast throughout the weekend.

"With the postponement of beloved events, necessary changes in people's everyday life, and need for social distancing, we know our listeners are seeking a sense of community more than ever," said Scott Greenstein, President and Chief Content Officer of SiriusXM. "To encourage that, we are pleased to be working with Ultra Music Festival to provide our listeners with this virtual audio festival featuring the diverse lineup of artists the UMF delivers year after year, as well as exclusive, fresh, new sets from some of the biggest names in dance music."

For the past 15 years, SiriusXM has broadcasted live from Ultra Music Festival, the world famous outdoor electronic dance music festival, headlined by some of the most important names in dance music in Miami, FL.

UMF Radio is also a weekly show on SiriusXM's Diplo's Revolution channel. The two-hour weekly show features a mix of the genre's most prominent and up-and-coming artists. UMF Radio airs Saturdays from 6:00—8:00 pm ET.

Ultra Music Festival ticket holders will receive an email offering access to SiriusXM's UMF Radio and its other programming. New customers can take advantage of a trial subscription offer to listen to SiriusXM's UMF Radio. For Offer Details and to sign up go to <https://www.siriusxm.com/VirtualUltra>.

SiriusXM subscribers can listen to UMF Radio (ch. 52) and other channels 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, devices with Amazon Alexa or the Google Assistant, Apple TV, PlayStation, Roku, Sonos speakers and more. Go to www.SiriusXM.com/streaming to learn more.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in the U.S., and the premier programmer and platform for subscription and digital advertising-supported audio products. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM and Pandora together reach more than 100 million people each month with their audio products. SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers and directly to consumers through aftermarket devices. For more about 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, 2019, 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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