

April 6, 2020



SoulCycle Radio to Launch Instructor-Guided Virtual Workouts Beginning April 6 on SiriusXM

Popular music and exercise tips from some of SoulCycle's top instructors to air three times a day-morning, midday and night-supporting at-home workout schedules

New instructor playlists also available on Pandora beginning April 10

NEW YORK, April 6, 2020 /PRNewswire/ -- SiriusXM announced today that SoulCycle Radio will launch instructor-guided virtual workouts on the popular music channel, in addition to regular programming, to help listeners workout with inspiration and music-motivation at home. Beginning Monday, April 6 at 9 am ET, SiriusXM listeners will find favorite SoulCycle instructors sharing their own music playlists and workout tips to take you through a one-hour workout at home – no equipment or level of expertise needed.



The instructor-guided workouts with SoulCycle Radio on SiriusXM will be available weekdays with three new sessions a day; 9 am ET for a morning workout session; 3 pm ET for a midday workout; and 9 pm ET for a more reflective evening workout. Listeners to SoulCycle Radio (channel 4) will be treated to an hour of uplifting music plus exercise tips and motivational messages from SoulCycle's popular instructors including Stacey Griffith, Laurie Cole, Sue Molnar, Melanie Griffith, Bevin Prince, Samantha Jade, Jaclyn Mitgang, Noa Shaw, Ariel Padilla and Junior Kennedy.

Every weekday, SoulCycle instructors will share new playlists of inspiring songs to help lift spirits and get you moving wherever you are. The curated music will follow the arc of a typical workout class – taking you from warm up, to high intensity, to cool down and a relaxing stretch. SoulCycle Radio will also feature "marathon weekends" where listeners will be treated to more virtual workout sessions every three hours on Saturdays and Sundays. Also beginning April 10, Pandora will launch six new exclusive instructor playlists featuring curated music selections with personal audio introductions.

In addition to virtual workout playlists three times a day, SoulCycle Radio listeners can tap into SiriusXM.com and the SiriusXM app at any time to listen to music and instructor playlists on demand: siriusxm.us/soulcycleworkout.

SoulCycle Radio is dedicated to playing feel-good music along with inspiring messages from

a variety of SoulCycle instructors from coast-to-coast. Listeners to the channel can expect to hear music from artists such as Ariana Grande, Lizzo, Beyonce, Jay Z, The Chainsmokers and much more.

SoulCycle Radio is available to subscribers nationwide on SiriusXM radios (channel 4) and to everyone – including anyone who is not already a SiriusXM subscriber – on the SiriusXM app and connected devices as part of SiriusXM's recently announced free streaming access period through May 15. For more information and to start listening, visit:

[SiriusXM.com/streamfree](https://www.siriusxm.com/streamfree)

About SoulCycle

[SoulCycle](#) is the leading lifestyle brand that redefines health and wellness through unique mind-body-soul experiences. It 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, strong community, talented instructors and unparalleled hospitality, 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 99 studios across the U.S. and internationally in Canada and England. In addition to offering a one-of-a-kind fitness experience, studios are popular retail destinations, featuring the brand's proprietary apparel collection, Soul by SoulCycle. In 2020, SoulCycle rolled out its highly anticipated at-home bike in partnership with Variis, a first-of-its-kind fitness platform from Equinox Media. Now, riders everywhere can harness the energy of the SoulCycle experience.

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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