

April 21, 2020



2020 NFL Draft Coverage on SiriusXM

NFL Draft is happening April 23-25; SiriusXM NFL Radio will have live coverage of every pick from every round

Expert analysis from Gil Brandt, Pat Kirwan, Jim Miller and others

NEW YORK, April 21, 2020 /PRNewswire/ -- SiriusXM will provide listeners nationwide with comprehensive coverage of the 2020 NFL Draft, airing the live announcements of every selection with in-depth analysis on the SiriusXM NFL Radio channel, as well as additional NFL Draft-focused programming on SiriusXM's college sports and fantasy sports channels.



For what will be the most unique NFL Draft in its history, at a time when many people would welcome the diversion of a live event from the sports world, SiriusXM will offer coverage that spans all three days of the Draft. From the first round on Thursday, April 23, through the seventh and final round on Saturday, April 25, the SiriusXM NFL Radio channel will carry the live announcements of every selection by every team. This coverage will air Thursday and Friday starting at 7:00 pm ET, and Saturday starting at noon ET.

Before and after each selection, listeners will hear informed analysis from SiriusXM's NFL Draft experts, as well as interviews with NFL Commissioner Roger Goodell and dozens of draftees, general managers and coaches from around the league. SiriusXM NFL Radio's draft broadcast team will feature Pro Football Hall of Fame member and legendary player personnel executive **Gil Brandt**; former NFL scout, coach and front-office executive **Pat Kirwan**; former veteran NFL quarterback **Jim Miller**; and lead host **Jason Horowitz**. Former college coach **Rick Neuheisel** will join the broadcast team for the Friday and Saturday draft rounds. All hosts will be broadcasting from their home studios.

SiriusXM NFL Radio's coverage will also direct listeners on how they can support the NFL's "Draft-A-Thon," ([NFL.com/Relief](https://www.nfl.com/Relief)) the three-day virtual fundraiser that will help support six national nonprofits and their respective COVID-19 relief efforts.

SiriusXM NFL Radio is available to subscribers nationwide on SiriusXM radios (channel 88) and those authenticated subscribers with the SiriusXM All Access package can also tune in via the SiriusXM app and at home with Amazon Alexa, the Google Assistant or however they stream in their house. Go to [SiriusXM.com/NFLonSXM](https://www.SiriusXM.com/NFLonSXM) for more on SiriusXM NFL Radio.

The SiriusXM NFL Radio channel continues to air live all day every day, covering the league and taking calls from NFL fans around the country. In the leadup to the draft, SiriusXM NFL Radio has conducted interviews with scores of NFL Draft prospects, and produced specials

focusing on standout players at specific positions, giving fans insight into some of the athletes their favorite teams may be interested in. These interviews and specials can be accessed anytime on demand on the SiriusXM app. Interviews:

<https://siriusxm.us/3crRZxC>

Specials: <https://siriusxm.us/2z9eV6k>

In addition to SiriusXM NFL Radio's coverage, listeners can also tune into draft-focused programming on other SiriusXM channels.

SiriusXM's 24/7 college sports channel, ESPNU Radio (channel 84), will air a live special on the draft's first and second nights. Starting at 7:00 pm ET, host Rhett Lewis will talk with a number of SiriusXM's college analysts to get their reaction to the first-round selections, discuss their college performances and predict the impact they may have for their new teams. Listeners will hear from former coaches, players and others including Danny Kanell, Brock Huard, Chris Doering, Rick Neuheisel, Mark Dominik, Jon Jansen, Anthony Herron, Evan Moore, Jacob Hester, Ben Hartsock, AJ Hawk and Bobby Carpenter.

Throughout the first three rounds of the draft, the SiriusXM Fantasy Sports Radio channel (XM channel 87 and Sirius channel 210) will offer pick by pick analysis from a fantasy football perspective. Fantasy experts John Hansen, Jeff Ratcliffe, Brad Evans, Bob Harris, Michael Fabiano and others will share insight on which rookies may have the greatest impact on fantasy football rosters.

On VSiN (The Vegas Stats and Information Network) on SiriusXM (channel 204), Brent Musburger, Michael Lombardi and other VSiN hosts will offer the gaming perspective on the selections from the 2020 draft and their future impact on their teams.

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

Media contacts for SiriusXM:

Andrew FitzPatrick, Andrew.FitzPatrick@SiriusXM.com

Kevin Bruns, Kevin.Bruns@SiriusXM.com

 View original content to download multimedia <http://www.prnewswire.com/news-releases/2020-nfl-draft-coverage-on-siriusxm-301044410.html>

SOURCE Sirius XM Holdings Inc.