

June 4, 2020



# SiriusXM Adds Australian Football League Matches, Weekly Show with Eddie McGuire to Sports Lineup

***Renowned Australian commentator and AFL Club President Eddie McGuire to host "Aussie Football Rules America with Eddie McGuire" every Thursday exclusively on SiriusXM***

***SiriusXM's AFL Match of the Week kicks off tonight, June 4 with a replay of the classic 2018 AFL Grand Final; Weekly games from 2020 season begin airing June 11 when season resumes***

NEW YORK, June 4, 2020 /PRNewswire/ -- SiriusXM announced today that it is adding Australian Football League programming to its sports lineup for the first time ever, featuring a new exclusive show hosted by Australian media icon Eddie McGuire, as well as play-by-play broadcasts of an AFL Match of the Week.



*Aussie Football Rules America with Eddie McGuire* will debut tonight, June 4<sup>th</sup> and will air every Thursday from 6:00-7:00 pm ET, on SiriusXM's Dan Patrick Radio channel (ch. 211), recapping the previous week's AFL action and looking ahead at the exciting matches in the weekend ahead.

McGuire is a household name in Australia as one of the most prominent media personalities in his home country. He has been deeply involved in Australian Rules Football throughout his life, from his days as a youth player and his first job as an Australian Rules Football statistician and reporter, to playing a leading role in his country's sport today.

A passionate and devoted Collingwood fan since childhood, McGuire became one of the youngest Presidents in football when at 33 years of age he took over Australia's most famous club at its lowest period in its history. Since then he has presided over Collingwood reclaiming its position as a powerhouse in Australian sport, both on and off the field, with the building of state of the art training facilities and being central to the rebuilding of the Melbourne Cricket Ground where Collingwood regularly plays in front of crowds of over 90,000 people. On the field Collingwood won the Grand Final of 2010 and has been to the big dance in 2002, 2003, 2010 (for a draw and a famous replay win), 2011 and 2018. Collingwood has also made the playoffs 12 times in that period.

McGuire was honored with the Australian Sports Medal for services to Australian Rules Football, the Centenary Medal for services to the Media and Football and the Order of

Australia Medal AM for services to 'Philanthropy and the Media.' He is also a member of the MCG and AFL Media Hall Of Fame.

"SiriusXM serves millions of fans and listeners across North America and I'm thrilled to be bringing our great sport to their sports lineup for the first time," said McGuire. "There's not a better platform for me to connect with Aussie Rules fans on the other side of the world, and to share the news of our sport as we get back into action this month. If you're not fan of Aussie Footy yet, join us! You will be!"

McGuire is one of the country's most watched and listened to TV and radio personalities. In addition to being a prominent Australian Rules commentator and host on Fox Sports and the Nine Network, he is host of the hugely popular *The Hot Breakfast* radio show in Melbourne, and weeknights hosts the Channel Nine program *Millionaire Hot Seat*, the Australian version of *Who Wants To Be A Millionaire?* which he has done since 1999. McGuire has hosted and called Olympic Games, Formula One races, The Logie Awards (the Australian version of the Emmys) and numerous other major event television and radio shows throughout his career. He is also the former CEO of the Nine Network and is the Chairman of his own media production business.

"Eddie is an icon in sports and entertainment in Australia, and with his history in the sport and knowledge of the game, he's the perfect host for our first show dedicated to Australian Rules Football," said Scott Greenstein, SiriusXM President and Chief Content Officer. "*Aussie Football Rules America* will be entertaining and informative, and we're very excited to present it along with AFL matches on our air for the first time. No matter where AFL fans are from, they can stay connected with the game and their teams. We look forward to introducing this great sport to more fans in North America."

Immediately following *Aussie Football Rules America*, SiriusXM listeners will hear a special rebroadcast of the Australian Football League's Match of The Week called by the number one AFL radio broadcast, Triple M (Southern Cross Austereo). The 2020 AFL season is set to resume on June 11 after it was paused due to the COVID-19 pandemic. Tonight listeners will hear the classic 2018 Grand Final match between the West Coast Eagles and the Collingwood Football Club.

"SiriusXM is the leading audio entertainment platform in the United States and to be able to take our game, Australian Rules Football to the millions of listeners via their sports programming is a partnership the AFL is proud to be a part of," said Gillon McLachlan, AFL Chief Executive Officer. "We love our footy in Australia and look forward to sharing its passion with the audience in North America."

*Aussie Football Rules America* with Eddie McGuire and AFL matches will air nationwide on SiriusXM's exclusive Dan Patrick Radio channel, which is available on SiriusXM radios (channel 211), online at [SiriusXM.com](https://www.siriusxm.com) and on the SiriusXM app for connected devices and speakers.

The Australian Football League (AFL) is the pre-eminent competition of Australian Rules Football. The league consists of 18 teams spread over five of Australia's six states competing in a 23-round regular (home-and-away) season. The team with the best record after the home-and-away series is awarded the "minor premiership." The top eight teams then play off in a four-round finals series, culminating in the AFL Grand Final. For more on

the AFL go to [afl.com.au](http://afl.com.au).

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*Aussie Football Rules America with Eddie McGuire* is produced in Melbourne, Australia by JAMTV Australia.

### **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](http://www.siriusxm.com).

### **About JAM TV Australia**

JAM TV is one of Australia's largest independent production companies specializing in sport and entertainment. Each year, JAM TV produces more than 1000 hours of television and audio content to major broadcasters from original formats, live sport and studio based entertainment. For more information, please visit <https://jamtvaustralia.com.au>

*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: the current coronavirus (COVID-19) pandemic is adversely impacting our business; our substantial competition that is likely to increase over time; our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, which may not be successful, and may adversely affect our business; our Pandora ad-supported business has suffered a loss of monthly active users, which may adversely affect our Pandora business; privacy and data security laws and regulations may hinder our ability to market our services, sell advertising and impose legal liabilities; we engage in extensive marketing efforts and the continued effectiveness of those efforts are an important part of*

our business; consumer protection laws and our failure to comply with them could damage our business; a substantial number of our Sirius XM subscribers periodically cancel their subscriptions and we cannot predict how successful we will be at retaining customers; our ability to profitably attract and retain subscribers to our Sirius XM service as our marketing efforts reach more price-sensitive consumers is uncertain; our failure to convince advertisers of the benefits of our Pandora ad-supported service could harm our business; if we are unable to maintain revenue growth from our advertising products, particularly in mobile advertising, our results of operations will be adversely affected; if we fail to accurately predict and play music, comedy or other content that our Pandora listeners enjoy, we may fail to retain existing and attract new listeners; if we fail to protect the security of personal information about our customers, we could be subject to costly government enforcement actions and private litigation and our reputation could suffer; interruption or failure of our information technology and communications systems could impair the delivery of our service and harm our business; we rely on third parties for the operation of our business, and the failure of third parties to perform could adversely affect our business; our business depends in part upon the auto industry; our Pandora business depends in part upon consumer electronics manufacturers; the market for music rights is changing and is subject to significant uncertainties; our ability to offer interactive features in our Pandora services depends upon maintaining licenses with copyright owners; the rates we must pay for "mechanical rights" to use musical works on our Pandora service have increased substantially and these new rates may adversely affect our business; failure of our satellites would significantly damage our business; our Sirius XM service may experience harmful interference from wireless operations; failure to comply with FCC requirements could damage our business; economic conditions, including advertising budgets and discretionary spending, may adversely affect our business and operating results; if we are unable to attract and retain qualified personnel, our business could be harmed; we may not realize the benefits of acquisitions or other strategic investments and initiatives, including the acquisition of Pandora; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; we may from time to time modify our business plan, and these changes could adversely affect us and our financial condition; we have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; our facilities could be damaged by natural catastrophes or terrorist activities; the unfavorable outcome of pending or future litigation could have an adverse impact on our operations and financial condition; failure to protect our intellectual property or actions by third parties to enforce their intellectual property rights could substantially harm our business and operating results; some of our services and technologies may use "open source" software, which may restrict how we use or distribute our services or require that we release the source code subject to those licenses; rapid technological and industry changes and new entrants could adversely impact our services; existing or future laws and regulations could harm our business; we may be exposed to liabilities that other entertainment service providers would not customarily be subject to; our business and prospects depend on the strength of our brands; we are a "controlled company" within the meaning of the NASDAQ listing rules and, as a result, qualify for, and rely on, exemptions from certain corporate governance requirements; while we currently pay a quarterly cash dividend to holders of our common stock, we may change our dividend policy at any time; and our principal stockholder has significant influence, including over actions requiring stockholder approval, and its interests may differ from the interests of other holders of our common stock. 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 and Quarterly Report on Form 10-Q for the quarter ended March 31, 2020, which are 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:**

Andrew FitzPatrick, [Andrew.FitzPatrick@SiriusXM.com](mailto:Andrew.FitzPatrick@SiriusXM.com)

Kevin Bruns, [Kevin.Bruns@SiriusXM.com](mailto:Kevin.Bruns@SiriusXM.com)

Logo - [https://mma.prnewswire.com/media/128150/sirius\\_xm\\_radio\\_logo.jpg](https://mma.prnewswire.com/media/128150/sirius_xm_radio_logo.jpg)