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Pat McAfee Moves Exclusively to SiriusXM's Mad Dog Sports Radio Channel

SiriusXM's 24/7 all-sports channel will be the exclusive radio home for "The Pat McAfee Show"

Debuts on SiriusXM September 9

NEW YORK, Sept. 2, 2020 /PRNewswire/ -- SiriusXM announced today that Pat McAfee, who since his retirement in 2017 from an All-Pro NFL career has become one of sports media's most popular and compelling personalities, is making SiriusXM's Mad Dog Sports Radio channel the exclusive radio home of his daily *The Pat McAfee Show*. McAfee announced the news on his show today.



McAfee will make his SiriusXM debut on Wednesday, September 9, and will host the show live from his studios in Indianapolis, IN every weekday from noon to 3:00 pm ET.

"I'm very thankful and honored for the chance to be on Mad Dog Sports Radio," said McAfee. "SiriusXM is such an incredibly massive platform and the freedom it allows is perfect for our style of show. To say we're grateful to Scott Greenstein, Steve Cohen, Andrew Moss and all of the other awesome folks at SiriusXM for this opportunity would be an understatement. Let's do the damn thing. We hope you'll join us daily."

"Pat is absolutely a one-of-a-kind talent," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "His experience as an athlete, his perspective on sports and the larger world around it, his skill as an interviewer, and his ability to relate to and entertain an audience, are just some of the things that set him apart from so many others in media.

We're very excited to have his energy and personality on SiriusXM. There are no limits to what he'll be able to do on the Mad Dog Sports Radio channel."

After an eight-year NFL career with the Indianapolis Colts that saw him voted to two Pro Bowls and be named a First Team All-Pro in 2014, McAfee retired in 2017 to embark on his media career. McAfee joined Barstool Sports, where he developed the "Heartland" division of the company in Indianapolis, and hosted *The Pat McAfee Show* on the Barstool Power 85 channel on SiriusXM. In 2018, McAfee joined Fox in a broadcasting role for their college football and NFL broadcasts. In 2019 McAfee signed with ESPN, where he serves as the color analyst for their Thursday Night College Football broadcasts and makes regular appearances on other ESPN programs.

In 2018, McAfee began appearing on WWE programming as a pre-show analyst for the companies' NXT Takeover events, and signed a multi-year contract with WWE the following year. He performed in his first NXT TakeOver bout on August 22. McAfee is also a stand-up comedian, small business owner, and hosts his own daily podcast.

With the addition of *The Pat McAfee Show* to the Mad Dog Sports Radio lineup, *Morning Men* with Evan Cohen and Mike Babchik will air from 6:00-9:00 am ET daily, and *Schein on Sports* with Adam Schein will air from 9:00 am-noon ET daily. Christopher Russo hosts the channel's anchor program, *Mad Dog Unleashed*, every weekday from 3:00 – 6:00 pm ET.

Mad Dog Sports Radio's Steve Torre and Danny Kanell, hosts of the 1:00 – 3:00 pm ET show *Dog Day Sports*, will continue to contribute to the Mad Dog Sports Radio channel. Kanell will also continue to host *The First Team* every morning on the ESPNU Radio channel on SiriusXM.

The Mad Dog Sports Radio channel is in its 13th year on SiriusXM. Headlined by sports radio icon Christopher "Mad Dog" Russo, the channel is available to listeners nationwide on SiriusXM radios (channel 82), on the SiriusXM app, and at home with Amazon Alexa, the Google Assistant or however you stream in the house. For more information visit [SiriusXM.com/MDSRonSXM](https://www.siriusxm.com/MDSRonSXM).

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: 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

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