

June 3, 2021



# Simrad® Now Offers the SiriusXM Marine Fish Mapping™ Service

## SiriusXM Marine Fish Mapping Now Available on Simrad NSS and NSO Displays with WM-4 Satellite Weather and Entertainment Receiver

NEW YORK and TULSA, Okla., June 3, 2021 /PRNewswire/ -- Simrad Yachting and SiriusXM announced today that the SiriusXM Marine Fish Mapping™ service – designed to help saltwater anglers locate fish faster saving time and fuel – is now available on Simrad's NSSevo3™, NSOevo3™, NSSevo3S™ and NSOevo3S™ line of multi-function displays (MFDs).

SiriusXM Marine Fish Mapping provides regularly updated, science-based fishing data directly to compatible evo3 displays using the WM-4 SiriusXM Satellite Weather receiver and running Simrad's new version 20.2 software. The WM-4 receiver currently also provides Lowrance Elite FS, HDS LIVE and HDS Carbon displays with the SiriusXM Marine Weather service. Coming soon, the WM-4 will also enable these compatible Lowrance displays to access Fish Mapping.

"We are thrilled to bring SiriusXM's Fish Mapping capabilities to Simrad® evo3 and evo3S displays," stated Stephen Thomas, SVP of Product Management and Simrad® Product Director. "Saltwater anglers and charter captains have long relied on various information sources to maximize their chances of fishing success on the water, and SiriusXM's Fish Mapping provides a comprehensive, effective and easy-to-interpret set of features that makes getting to areas with the highest probability of success easier than ever before."

"SiriusXM's best-in-class weather and audio services have been used by Simrad® boaters for many years, helping them enjoy their time out on the water," said Dave Wasby, VP of Aviation, Marine, and Music for Business for SiriusXM. "We are very pleased to now be adding our Fish Mapping service to the tools available to saltwater anglers using Simrad. SiriusXM Fish Mapping will help them see where game fish are most likely to be biting with several distinct features that function beautifully on Simrad's displays."

SiriusXM's Fish Mapping provides eight distinct features to identify the most promising areas to fish in North American waters:

- **Fishing Recommendations** identify the areas that oceanographers recommend for zeroing in on six distinct target species.
- **Weed Lines** show the most recent sightings of weed lines, which provide habitat for bait and game fish.
- **Sea Surface Height Anomalies** represent areas of upwellings, eddies and convergence zones where nutrient-rich water is favorable for finding fish.

- **Sea Surface Temperature Contour lines** are simplified graphic representations of sea surface temperatures to help target areas where specific fish species can be found.
- **Sea Surface Temperature Fronts** reveal significant temperature changes that create distinct boundaries between bodies of water, concentrating nutrients which attract bait fish. Strong and very strong fronts are good places to find game fish.
- **Sub-Surface Water Temperatures** provide water temperatures 30 meters beneath the surface, to help identify where targeted game fish tend to hunt within their preferred temperature range.
- **Plankton Concentrations** contour lines show areas with dense plankton concentrations – bait fish feed on plankton which attracts game fish.
- **Plankton Fronts** show locations of greatest plankton concentration next to relatively little plankton – particularly beneficial when they occur near temperature fronts.

Anglers who already have SiriusXM Weather and a WM-4 can easily upgrade to the SiriusXM Fish Mapping service using their compatible evo3. Consumers who do not yet have a WM-4 receiver will need to purchase it and subscribe. There is currently a \$100 [rebate](#) available with the purchase of a new WM-4 and subscription activation to the SiriusXM Marine service.

The WM-4 is easy to install and use, and its reliable antenna provides the best possible reception — even on the fringes of SiriusXM's extensive coverage area (up to 150 nautical miles offshore). A free one-month trial subscription of Fish Mapping is available and the software update is available at no cost.

Fish Mapping service is \$99.99 a month and includes all of SiriusXM Marine's Weather information. The service can be suspended at no charge for up to 6 months each year. The WM-4 also supports SiriusXM's audio entertainment service which can be added to a Fish Mapping subscription.

For more information on SiriusXM's Fish Mapping service, including Offer Details for the trial subscription offers and rebates, visit [siriusxm.com/fishmapping](https://siriusxm.com/fishmapping), [watch these videos on how Fish Mapping works on Simrad® displays](#), and learn more about [evo3 MFDs](#) and the [WM-4 receiver](#).

### **About Simrad Yachting**

Simrad Yachting is a leader in the design and manufacture of world-class marine navigation, autopilot, radar, communications and fishfinding systems. The Simrad Yachting brand is wholly owned by Navico, Inc., a privately held, international marine electronics company.

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### **About SiriusXM**

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in North America, 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's properties, which include Pandora and leading podcast company Stitcher, reach more than 150 million listeners, the largest addressable audience in the U.S., across all categories of digital audio – music, sports, talk, and podcasts. SiriusXM's acquisitions of Stitcher and Simplecast, alongside industry-leading ad tech company AdsWizz, make it a leader in podcast hosting, production, distribution, analytics and monetization. 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. For more about SiriusXM, please go to: [www.siriusxm.com](http://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 COVID-19 pandemic is adversely impacting our business; we face substantial competition and that competition 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; we engage in extensive marketing efforts and the continued effectiveness of those efforts is an important part of 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; we may not realize the benefits of acquisitions and other strategic investments and initiatives; 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 business depends in large part on the auto industry; failure of our satellite would significantly damage our business; our Sirius XM service may experience harmful interference from wireless operations; our Pandora ad-supported business has suffered a substantial and consistent loss of monthly active users, which may adversely affect our Pandora business; 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; changes in mobile operating systems and browsers may hinder our ability to sell advertising and market our services; 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; privacy and data security laws and regulations*

*may hinder our ability to market our services, sell advertising and impose legal liabilities; consumer protection laws and our failure to comply with them could damage our business; failure to comply with FCC requirements could damage our business; 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; the market for music rights is changing and is subject to significant uncertainties; our Pandora services depend upon maintaining complex licenses with copyright owners, and these licenses contain onerous terms; 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; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; 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; we have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; 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; if we are unable to attract and retain qualified personnel, our business could be harmed; 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; we may be exposed to liabilities that other entertainment service providers would not customarily be subject to; and our business and prospects depend on the strength of our brands. 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, 2020, 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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