

January 17, 2023



# NHL and SiriusXM Reach Multiyear Extension of Broadcasting Agreement

***SiriusXM subscribers will continue to get access to every NHL game through the 2028-29 season in their cars and on the SXM App***

***SiriusXM NHL Network Radio™ channel will continue to air exclusively on SiriusXM, delivering 24/7 coverage of the sport to fans nationwide***

***For the first time, SiriusXM will produce and broadcast the exclusive national audio broadcast of the 2023 Honda NHL All-Star Game live from Florida on February 4***

**NEW YORK – January 17, 2023** – SiriusXM, SiriusXM Canada and the National Hockey League (NHL) today announced an extension of their broadcasting agreement through the 2028-29 NHL season. SiriusXM will continue to deliver fans across North America access to every NHL game throughout the regular season and Stanley Cup Playoffs, as well as daily, in-depth coverage of the sport on SiriusXM NHL Network Radio™, the only 24/7 audio channel dedicated to the NHL.

SiriusXM subscribers can tune in to NHL game broadcasts in their cars and at home or on the go with the SXM App. The SXM App offers 32 NHL team channels, each dedicated to carrying the official radio broadcast for each NHL team, making it easy for fans to find and listen to their favorite team's announcers for every game. All 32 team channels are also available in vehicles equipped with SiriusXM's latest-generation 360L radios.

For a schedule of NHL games on SiriusXM go to [SiriusXM.com/Sports](https://www.siriusxm.com/sports).

SiriusXM NHL Network Radio will continue to cover NHL news and events from around the league, delivering game analysis from experts and insiders and interviews with coaches, players and executives.

“Hockey fans are among the most passionate sports fans, and our long-term relationship with the NHL enables us to deliver those fans across North America comprehensive access to the league, offering them live broadcasts of every game and the only 24/7 NHL channel in audio,” said **Scott Greenstein**, SiriusXM's President and Chief Content Officer. “Live sports, coupled with great, in-depth sports talk, is one of the key elements of our programming and we are very pleased to be extending our content agreement with the NHL for many more years.”

“We are proud of our longstanding agreement with SiriusXM and are thrilled that it will continue,” said **David Proper**, NHL Senior Executive Vice President of Media & International Strategy. “SiriusXM has been an important provider of the NHL and has always delivered outstanding hockey coverage around the clock to dedicated fans across the U.S. and Canada. This renewal ensures SiriusXM listeners will never miss a moment of this exciting season and many more to come.”

“Providing our listeners access to the games from their favorite NHL teams, whether they’re in the car or listening through the SXM App, is very important to us,” said **Mark Redmond**, President and CEO, SiriusXM Canada. “We’re also looking forward to another season of SiriusXM NHL Network Radio continuing to provide the most in depth and entertaining coverage from the hosts and insiders our subscribers love.”

SiriusXM NHL Network Radio will be offering listeners comprehensive coverage of the 2023 Honda NHL All-Star Weekend live from Sunrise, Florida, Feb. 2 – 4. For the first time, SiriusXM will produce and air the exclusive national audio broadcast of the Honda NHL All-Star Game on Saturday, Feb. 4 (coverage begins at 2 pm ET). Steve Kouleas will be the play-by-play voice, Gord Stellick will be the color analyst and Scott Laughlin will be conducting interviews with both teams from the bench. SiriusXM’s NHL All-Star Weekend coverage will also include interviews with players and coaches from Media Day on Thursday, Feb 2 (coverage beginning at 3 pm ET), as well as a live broadcast of the NHL All-Star Skills presented by DraftKings Sportsbook on Friday, February 3 (coverage starting at 6 pm ET), with Kouleas, Stellick and Laughlin on the call.

More details of NHL<sup>®</sup> programming on SiriusXM and the 2022-23 broadcast schedule is available at [SiriusXM.com](https://www.siriusxm.com) and [SiriusXM.ca](https://www.siriusxm.ca).

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### **About Sirius XM Holdings Inc**

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Reaching a combined monthly audience of approximately 150 million listeners, SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM, please go to: [www.siriusxm.com](https://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: we have been, and may continue to be, adversely affected by supply chain issues as a result of the global semiconductor supply shortage; we face substantial competition and that competition is likely to increase over time; if our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, are not successful, our business will be adversely affected; 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; the ongoing COVID-19 pandemic has introduced significant uncertainty to our business; a substantial number of our Sirius XM service 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 part on the auto industry; failure of our satellites 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 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; 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; 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, 2021, and our Quarterly Report on Form 10-Q for the quarterly period ended March 31, 2022, 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.*

## **About the NHL**

The National Hockey League (NHL®), founded in 1917, consists of 32 Member Clubs. Each team roster reflects the League's international makeup with players from more than 20 countries represented, all vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year, the NHL entertains more than 670 million fans in-arena and through its partners on national television and radio; more than 191 million followers - league, team and player accounts combined - across Facebook, Twitter, Instagram, Snapchat, TikTok, and YouTube; and more than 100 million fans online at NHL.com. The League broadcasts games in more than 160 countries and territories through its rightsholders including ESPN, WBD Sports and NHL Network in the U.S.; Sportsnet and TVA Sports in Canada; Viaplay in the Nordics, Baltics, and Poland; YLE in Finland; Nova in Czech Republic and Slovakia; Sky Sports and ProSieben in Germany; MySports in Switzerland; and CCTV5+ in China; and reaches fans worldwide with games available to stream in every country. Fans are engaged across the League's digital assets on mobile devices via the free NHL® App; across nine social media platforms; on SiriusXM NHL Network Radio™; and on NHL.com, available in eight languages and featuring unprecedented access to player and team statistics as well as every regular-season and playoff game box score dating back to the League's inception, powered by SAP. NHL Original Productions and NHL Studios produce compelling original programming featuring unprecedented access to players, coaches and League and team personnel for distribution across the NHL's social and digital platforms.

The NHL is committed to building healthy and vibrant communities using the sport of hockey to celebrate fans of every race, color, religion, national origin, gender identity, age, sexual orientation, and socio-economic status. The NHL's Hockey Is For Everyone™ initiative reinforces that the official policy of the sport is one of inclusion on the ice, in locker rooms, boardrooms and stands. The NHL is expanding access and opportunity for people of all backgrounds and abilities to play hockey, fostering more inclusive environments and growing the game through a greater diversity of participants. To date, the NHL has invested more than \$100 million in youth hockey and grassroots programs, with a commitment to invest an additional \$5 million for diversity and inclusion programs over the next year.

**Source: SiriusXM**

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