

April 26, 2023



# NASCAR and SiriusXM Agree to Multi-year Extension of Their Broadcasting Agreement

***SiriusXM will continue to air every NASCAR Cup Series, NASCAR Xfinity Series and NASCAR CRAFTSMAN Truck Series race live***

***Fans will continue to get SiriusXM NASCAR Radio, the only national 24/7 channel dedicated to covering NASCAR***

**NEW YORK – April 26, 2023** –NASCAR and SiriusXM today announced a multi-year renewal of their broadcasting agreement. SiriusXM will continue to deliver 24/7 NASCAR content to its subscribers, including live broadcasts of every race, plus daily NASCAR talk and interviews with voices across the industry through its exclusive SiriusXM NASCAR Radio channel.

“SiriusXM has delivered exciting and insightful live event and talk programming to NASCAR fans for more than two decades,” said Nick Skipper, NASCAR Managing Director of Media Strategy. “We look forward to continuing our relationship with SiriusXM, a trusted source that provides NASCAR fans across the country smart, accurate and entertaining coverage of the sport.”

“NASCAR’s passionate fans have enjoyed hearing their sport on SiriusXM for more than 20 years, and we are proud to continue to deliver the excitement of live races and the home to hear the latest news, analysis and top voices on SiriusXM NASCAR Radio,” said Eric Spitz, VP of Sports Programming for SiriusXM. “As NASCAR celebrates its historic 75th Anniversary season, we look forward to continuing to work together to provide the best audio platform for fans of the sport to grow closer to their favorite drivers and personalities.”

The NASCAR Cup Series returns to the track this weekend with the Würth 400, live from Dover Motor Speedway on Sunday, April 30, on SiriusXM NASCAR Radio. SiriusXM NASCAR Radio is available to subscribers nationwide in their cars (channel 90) and on the SXM App at <https://siriusxm.us/2nIBgyp>.

SiriusXM NASCAR Radio airs 24 hours a day, 365 days a year and delivers in-depth racing coverage and access to NASCAR news, including live broadcasts of every NASCAR Cup Series, NASCAR Xfinity Series and NASCAR CRAFTSMAN Truck Series race. Fans can call in to the channel to share their opinions and be a part of the daily discussion. SiriusXM NASCAR Radio’s roster of expert hosts features current and former drivers, crew chiefs, crew members and NASCAR insiders.

SiriusXM NASCAR Radio’s lineup features Joey Logano, the reigning and two-time NASCAR Cup Series Champion and driver of the No. 22 Team Penske Ford. Logano hosts his exclusive SiriusXM show, *Behind the Wheel with Joey Logano*, select Tuesdays (9 – 10

am ET) throughout the season on SiriusXM NASCAR Radio.

SiriusXM NASCAR Radio also includes shows hosted by 2011 Daytona 500 champion Trevor Bayne; 2018 NASCAR Cup Series Champion and 2015 Daytona 500-winning crew chief Todd Gordon, who is also serving as crew chief in 2023 for 7-time NASCAR Cup Series Champion Jimmie Johnson; 2-time Champion and 1989 Daytona 500-winning former crew chief Jeff Hammond; former Daytona 500-winning crew chief Larry McReynolds; former NASCAR Craftsman Truck Series Champion Mike Skinner; plus active and former drivers Corey LaJoie and Brendan Gaughan.

Listeners also hear from insiders like Mike Bagley, Claire B. Lang, Dave Moody, Pete Pistone, 6-time Championship winning fuel man Danny “Chocolate” Myers, Pat Patterson, Angie Skinner, Brad Gillie, Danielle Trotta, Alan Cavanna, Jeff Gluck, Dustin Long, Nate Ryan, Shannon Spake, Lee Spencer, Doug Rice, Brett McMillan, John Roberts, Kaitlyn Vincie, Jack Arute, Chris Knight, Kelly Crandall, Mojo Nixon, Jordan Bianchi and Reid Spencer.

For more information visit [www.SiriusXM.com/NASCAR](http://www.SiriusXM.com/NASCAR).

Eligible customers can get their first three months of SiriusXM streaming for free. Click [here](#) to sign up and experience all that SiriusXM has to offer. See Offer Details.

Channel lineups vary by subscription plan.

###

### **About NASCAR**

Celebrating its 75th Anniversary in 2023, the National Associate for Stock Car Auto Racing (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States and owner of 16 of the nation’s major motorsports entertainment facilities. NASCAR sanctions races in three national series (NASCAR Cup Series™, NASCAR Xfinity Series™ and NASCAR CRAFTSMAN Truck Series™), four international series (NASCAR Brasil Spring Race, NASCAR Mexico Series, NASCAR Pinty’s Series (Canada), NASCAR Whelen Euro Series), for regional series (ARCS Menards Series, ARCE Menards Series East & West and the NASCAR Whelen Modified Tour) and a local grassroots series (NASCAR Advance Auto Parts Weekly Series). The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. NASCAR also owns Motor Racing Network, Racing Electronics and ONE DAYTONA. Based in Daytona Beach, Florida, with offices in eight cities across North America, NASCAR sanctions more than 1,200 races annually in 12 countries and more than 30 U.S. states. For more information, visit [www.NASCAR.com](http://www.NASCAR.com) and [www.IMSA.com](http://www.IMSA.com), and follow NASCAR on Facebook, Twitter, Instagram and Snapchat (“NASCAR”).

### **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](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: 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.*

**Source: SiriusXM**

**Media contacts:**

For SiriusXM

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

For NASCAR

James Hallas, [JHallas@NASCAR.com](mailto:JHallas@NASCAR.com)