

March 6, 2019



SiriusXM Creates First Content Team at Pandora Media

Pandora team, led by Scott Greenstein, SiriusXM's Chief Content Officer, will focus on creating new and original content for both Pandora and SiriusXM audiences

NEW YORK, March 6, 2019 /PRNewswire/ -- SiriusXM today announced its first step in a major commitment to delivering world-class content to the Pandora audience. SiriusXM is creating a dedicated Content Team focused on applying SiriusXM's critically-acclaimed and proven model of curation and exclusive programming to the Pandora platform.



The team will be focused on creating original content in music, sports, and talk content ranging across comedy, politics, and entertainment, for Pandora listeners, including a selection of SiriusXM content, and creating original Pandora content for the SiriusXM audience.

The experienced Pandora team will report to SiriusXM's Chief Content Officer, **Scott Greenstein**, and includes the following industry leaders:

- **Alex White**, Pandora's VP of Content and Programming
- **Jeff Zuchowski**, Pandora's VP of Label Relations
- **Bill Crandall**, Pandora's VP of Editorial Content
- **Lindsay Bowen**, Pandora's Head of Podcasts and Entertainment Content Partnerships

"Creating a dedicated team of talented and forward-thinking people is the first step in delivering great content that drives usage and engagement on Pandora," said Greenstein. "For more than a decade and a half at SiriusXM, we've created ground-breaking and compelling content, constantly refreshing and evolving an exclusive programming lineup that has drawn tens of millions of subscribers nationwide. I am very excited to engage in the collaborative work ahead to create great new content for both the Pandora and SiriusXM audiences."

Greenstein continues to lead all of SiriusXM's programming including commercial-free music, sports, news, comedy, talk and entertainment, on SiriusXM's satellite and streaming platforms.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest audio entertainment

company, and the premier programmer and platform for subscription- and advertising-supported audio products. With the recent addition of Pandora, the largest streaming music provider in the U.S., SiriusXM reaches more than 100 million people with its audio products. For more about the new 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: our substantial competition, which is likely to increase over time; our ability to attract or increase the number of subscribers, which is uncertain; our ability to profitably attract and retain more price-sensitive consumers; failure to protect the security of personal information about our customers; interference to our service from wireless operations; a decline in the effectiveness of our extensive marketing efforts; consumer protection laws and their enforcement; our failure to realize benefits of acquisitions or other strategic initiatives, including the acquisition of Pandora Media, Inc.; unfavorable outcomes of pending or future litigation; the market for music rights, which is changing and subject to uncertainties; our dependence upon the auto industry; general economic conditions; existing or future government laws and regulations could harm our business; failure of our satellites would significantly damage our business; the interruption or failure of our information technology and communications systems; rapid technological and industry changes; failure of third parties to perform; our failure to comply with FCC requirements; modifications to our business plan; our indebtedness; damage to our studios, networks or other facilities as a result of terrorism or natural catastrophes; our principal stockholder has significant influence over our affairs and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock; impairment of our business by third-party intellectual property rights; and changes to our dividend policies which could occur at any time. 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, 2018, 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

Media contact:
Patrick Reilly

SiriusXM

Patrick.Reilly@SiriusXM.com

 View original content to download multimedia <http://www.prnewswire.com/news-releases/siriusxm-creates-first-content-team-at-pandora-media-300807704.html>

SOURCE Sirius XM Holdings Inc.