May 14, 2020

Classic NFL Tripleheader to Air Sundays on SiriusXM

Listeners can re-live "The Greatest Game Ever Played," "The Catch," and many more of the NFL's most memorable games and moments

SiriusXM NFL Radio's "Ultimate Classic Sundays" kick off May 17

NEW YORK, May 14, 2020 /PRNewswire/ -- SiriusXM today announced that it will launch a new Ultimate Classic NFL Sunday series – rebroadcasting some of the greatest games in NFL history – each week on its 24/7 SiriusXM NFL Radio channel.

Starting May 17 and airing Sundays through August, SiriusXM will present a tripleheader of NFL classics, re-aired in their entirety. Games will start each Sunday at 1:00 pm ET and, between broadcasts, listeners will hear new commentary and stories related to the games from Pro Football Hall of Fame member and longtime Dallas Cowboys executive Gil Brandt, whose knowledge of the league is matched by few others.

This Sunday's tripleheader will feature:

1:00 pm ET: **1958 NFL Championship game: Baltimore Colts vs. New York Giants** – *The first NFL playoff game to go into sudden death overtime, a seminal event in league history, became known as "The Greatest Game Ever Played."*

Followed by: **1981 NFC Championship: Dallas Cowboys vs. San Francisco 49ers** – *Dwight Clark's leaping grab of Joe Montana's pass to the back of the end zone in the final minute delivered a moment that lives forever in the sports lexicon as "The Catch."*

Followed by: **Super Bowl III: New York Jets vs. Baltimore Colts (1968)** – *After his famous guarantee of victory, Joe Namath and the Jets engineered one of the greatest upsets in sports history over Johnny Unitas and the Colts.*

Each Sunday morning starting at 9:00 am ET, SiriusXM NFL Radio's *Sunday Kickoff* show will preview the day's slate of classic games and discuss their place in the league's history, and NFL fans across the country can call in to share their memories of the NFL's great moments.

Future games presented as part of SiriusXM NFL Radio's "Ultimate Classic Sundays" will include: Super Bowl XXV – Giants vs. Bills ("Wide Right"), 1971 Divisional Playoff – Dolphins vs. Chiefs (Longest Game in NFL History), the "Monday Night Miracle" (Jets vs. Dolphins, Oct. 2000), Super Bowl XLIX – Patriots vs. Seahawks (Malcom Butler's goal-line interception), 1974 Divisional Playoff – Raiders vs. Dolphins ("Sea of Hands Game"), 2001 Divisional Playoff – Patriots vs. Raiders ("The Tuck Rule"), and many others.

The SiriusXM NFL Radio channel is available to subscribers nationwide on SiriusXM radios (channel 88) and those authenticated subscribers with the SiriusXM All Access package can also tune in via the SiriusXM app and at home with Amazon Alexa, the Google Assistant or however they stream in their house. Go to SiriusXM.com/NFLonSXM for more on SiriusXM NFL Radio.

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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