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Andy Cohen to Launch Exclusive New Music Channel on SiriusXM

Andy Cohen's Kiki Lounge to debut today, May 26 with Andy's "Most Played"

All-Star Kiki Weekend featuring Kelly Ripa, Anderson Cooper, Savannah Guthrie, Hoda Kotb, Willie Geist and more to celebrate channel launch throughout Memorial Day Weekend

NEW YORK, May 26, 2021 /PRNewswire/ -- SiriusXM announced today that Andy Cohen, producer, and television and radio host, will launch **Andy Cohen's Kiki Lounge**, an exclusive new music channel on SiriusXM beginning today, May 26.



Andy Cohen invites listeners to his Kiki Lounge to discover deep cuts from artists that he loves. The channel will feature a personally crafted and curated eclectic mix of music, reflecting Andy's musical palette across a variety of moods and occasions enjoyable for his loyal fans and worthy of music lovers. Subscribers will hear music from Madonna, John Mayer, Cher, U2, Diana Ross, B-52s, Aretha Franklin and many more. Every night will be a vibe at the Kiki Lounge with a different set from DJs including Chris Malinchak, Nora En Pure, Robbie Leslie, DJ Lina, DJ Bill Coleman, DJ Sammy Jo and Purple Disco Machine.

The channel will launch with Andy's "Most Played," a specialty show featuring Andy Cohen's top songs from artists including Diana Ross, Dolly Parton, John Mayer, Madonna, U2, Whitney Houston and more.

"This is a pure passion project for me; I've been making mix tapes for my friends since mixtapes were a thing, and this is the ultimate expression of sharing my love of music with my (virtual) pals," said Andy Cohen.

"Ever since we began working with Andy six years ago, he has proven to be a creative and evanescent programmer and talent, and when we went to him with an idea for a full time music channel, Andy was intrigued," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Now we are wholly unsurprised that he is delivering a music channel that will be infectious with good vibes and a sense of naughty fun. We are excited to bring Andy's Kiki Lounge to life wherever you listen to SiriusXM."

To celebrate the launch of the new channel, Andy Cohen's Kiki Lounge will have specialty programming all throughout Memorial Day Weekend. The All-Star Kiki Weekend will feature special guests including Kelly Ripa, Anderson Cooper, Tito, Marlon and Jackie Jackson, Savannah Guthrie, Hoda Kotb, Willie Geist, Henry Winkler, Wendi McLendon-Covey, Bevy Smith and more hand-picking surprising songs from the artists that they love. Listeners can tune into the All-Star Kiki Weekend Saturday, May 29 through Monday, May 31.

Additionally, Jake Shears from Scissor Sisters will host a weekly show, Night Work Radio. The show will feature the singer and performer entertaining listeners with an hour of unadulterated and unfiltered fun with DJ Sammy Jo spinning house, tech house, filthy electro and dirty disco. Night Work Radio with Jake Shears will air Friday nights at 9:00 pm ET.

Andy Cohen's Kiki Lounge will launch on Wednesday, May 26 at 12:00 pm ET and will be available to listeners nationwide on SiriusXM radios (channel 312) and on the SXM App.

From now through June 8, non-subscribers can get Andy Cohen's Kiki Lounge channel as part of the SiriusXM Listen Free Event. During this event, SiriusXM will feature a sampling of over 100 SiriusXM channels including ad-free music of every kind, plus sports, talk, news and entertainment available to non-subscribers on inactive SiriusXM radios in their car and on the SXM App, with no credit card required. Go to siriusxm.com/listenfreeevent to learn more.

To get even more Andy Cohen listeners can tune in to SiriusXM's Radio Andy. Radio Andy features 24/7 content produced and curated by Andy Cohen, and features the latest in pop culture, celebrities, lifestyle, news and more. Andy Cohen hosts *Andy Cohen Live*, which airs Mondays and Wednesdays, on Radio Andy. Additional shows on the channel include *Jeff Lewis Live*, *Bevelations* with Bevy Smith, *Dan Rather's America*, *Reality Checked* with Amy Phillips, *Sandyland* with Sandra Bernhard and others.

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.

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.

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