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Lucille Ball's Lost Radio Show to Broadcast Exclusively on New SiriusXM Comedy Channel, "Let's Talk to Lucy"

Amy Poehler, Rosie O'Donnell, Tiffany Haddish, Ron Howard, Debra Messing and many more stars will pay tribute to Ball on the new channel

Listeners will hear Ball's original interviews with some of the biggest names from Hollywood's Golden Era, including Carol Burnett, Bing Crosby, Bob Hope, Dean Martin, Frank Sinatra, Barbra Streisand, and more

NEW YORK, Aug. 3, 2021 /PRNewswire/ -- SiriusXM today announced a new channel dedicated to one of the funniest women in the history of comedy: Lucille Ball. "Let's Talk to Lucy," named after her 1960s CBS Radio show, will be available on channel 104 starting on August 5. The special programming will also be available on the SXM App, Pandora, and Stitcher.

A star of stage, screen, television and radio, Lucille Ball is an indisputable American legend whose comedic talent and work ethic combined to make her a living legend. Her work is still beloved worldwide, almost ninety years after she arrived in Hollywood.

In-between starring in four television series and more than 70 films, Lucy would frequently jump from set to set, tape recorder in hand, and talk about all aspects of life with some of the biggest names in Hollywood history, including **Bing Crosby, Bob Hope, Dean Martin, Carol Burnett, Frank Sinatra, Barbra Streisand,** and dozens more. These recordings eventually made it onto air when CBS Radio broadcast them as "Let's Talk to Lucy" from 1964-1965. However, for the last 50-plus years they've never been heard publicly again -- until now.

On the new, limited-run SiriusXM channel Let's Talk to Lucy, listeners will finally get to experience these amazing conversations in their entirety. In addition to hearing from classic Hollywood icons, modern day stars will also join the channel to pay tribute to the five-time Emmy Award winner. **Amy Poehler, Rosie O'Donnell, Tiffany Haddish, Ron Howard, Carol Burnett, Debra Messing, Joy Behar, Robert Klein, Barry Manilow, Sean Astin, Kathie Lee Gifford, Seth Rudetsky, Danny Burnstein, Randy Rainbow,** among many others, will answer some of the original questions asked by Lucy, herself, in the day.

"Although I have been care-taking these ancient tapes for over thirty years, I had never really listened to them all and had no idea how many remarkable people Mom had talked to on these radio shows," said Lucie Arnaz, Lucille Ball and Desi Arnaz's daughter. "It's a treasure trove of personal information from some of the greatest talents of American Entertainment and my family and I can't wait to share them with the rest of the planet."

"Few stars reach a level of worldwide fame that they need only be known by one name. Lucy is one such star," said Jack Vaughn, SiriusXM's Senior Vice President of Comedy Programming. "Always a trailblazer, Lucy can arguably add 'one of America's first podcasters to her vast repertoire. Hearing her conversations with some of the world's biggest names, full of her signature wit, charm, and intelligence, is truly a surreal experience, and I can't wait for listeners to tune in."

About Lucille Ball:
Born in 1911 in Jamestown, New York, Lucille Desiree Ball was destined to become a star. A model and amateur stage actress in her youth, Lucy moved to Hollywood in 1934 where she appeared in her first movie (*Roman Scandals*). From 1948-51, she starred in the CBS radio serial comedy *My Favorite Husband*, which was brought to television in 1951 as*I Love Lucy*, starring Ball and her husband, Desi Arnaz. Their award-winning and groundbreaking show was rated number one for four of its six seasons. Married for twenty years, the couple had two children – Lucie and Desi – and owned Desilu Studios.

During her lifetime, Lucy would make over seventy movies, star in four television series and countless other shows, as well as her own radio series *Let's Talk to Lucy*, among others. She received five personal Emmy awards, including the 1989 Governors Award. She has two stars on the Hollywood Walk of Fame, was inducted into the TV Hall of Fame, and is the recipient of the Kennedy Center Honor, and the Presidential Medal of Freedom. In 1998, she was named among *Time* Magazine's "Time 100: The Most Important People of the [20^{th}] Century."

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. SiriusXM's platforms collectively reach approximately 150 million listeners, the largest digital audio audience across paid and free tiers in North America, and deliver music, sports, talk, news, comedy, entertainment and podcasts. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM's subsidiaries Stitcher, Simplecast and AdsWizz make it a leader in podcast hosting, production, distribution, analytics and monetization. The Company's advertising sales organization, which operates as SXM Media, leverages its scale, cross-platform sales organization and ad tech capabilities to deliver results for audio creators and advertisers. 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.*

Source: SiriusXM

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