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SiriusXM Announces Exclusive Radio Broadcast Agreement With Rolling Loud, The World's Largest Hip-Hop Festival Brand

Collaboration includes limited-run channel and exclusive radio broadcasts of upcoming Rolling Loud events in Los Angeles, Miami, the Bay Area and New York City

New weekly show, hosted by Rolling Loud's co-founders, to launch in 2020 on SiriusXM's Hip Hop Nation

NEW YORK, Dec. 13, 2019 /PRNewswire/ -- SiriusXM announced today that it will be the exclusive radio broadcast platform for premier hip-hop festival, Rolling Loud, in Los Angeles, Miami, the Bay Area, and New York City. Each broadcast can be heard on SiriusXM's Hip Hop Nation (ch. 44), which will be rebranded as Rolling Loud Radio starting on Friday, December 13.



The exclusive radio broadcast of this weekend's Rolling Loud Los Angeles will include backstage interviews and live performances from artists such as DaBaby, Future, Wale, Young Thug, YG, Megan Thee Stallion, Lil Baby, Lil Yachty, Lil Skies, Lil Tecca, Polo G, Smokepurpp, and more. Full festival line up can be viewed [HERE](#).

SiriusXM's Hip Hop Nation (ch. 44) will become Rolling Loud Radio, beginning Friday, December 13 at 3 p.m. ET through Monday, December 16 at Midnight ET and will also be available via the SiriusXM app.

"My team and I have been working with Rolling Loud co-founders Tariq Cherif and Matt Zingler on many levels for a long time to help make this partnership happen," said SiriusXM Host, Sway Calloway. "They've helped to enhance and put a spotlight on the live performance aspect of hip-hop music in a huge way with their festival, the biggest of its kind, and we are excited to work with them to bring what they've create to our SiriusXM subscribers."

"After our success, earlier this year, broadcasting Rolling Loud in Miami, we are thrilled to join forces on a larger scale and in multiple markets," said Steve Blatter, Senior Vice President and General Manager for Music Programming, SiriusXM. "Rolling Loud's co-

founders, Tariq Cherif and Matt Zingler are proven pioneers on the hip-hop festival circuit and have created a unique festival culture for attendees. We look forward to providing our subscribers access to performances from the incredible artist line-ups and overall Rolling Loud experience."

"We're excited to partner with SiriusXM to bring the Rolling Loud auditory experience to homes, cars, and headphones worldwide," added Rolling Loud co-founder Tariq Cherif.

In 2020, SiriusXM's Hip Hop Nation (ch. 44) will also welcome Cherif and Zingler with their own weekly two-hour mix show, which will reflect the culture of Rolling Loud with songs, artist interviews and special commentary.

Rolling Loud, called by Billboard "...the be-all of hip-hop festivals," has established itself as the largest hip-hop festival in the world after launching five years ago in Miami by Cherif and Zingler. Recently, The New York Times stated, "In the four and a half years—beginning small in Miami, and now promoting Coachella-sized events around the country—Rolling Loud has established itself as a playground for the young." Rolling Loud is one of the premier destinations for hip-hop and music fans in the United States and abroad.

SiriusXM subscribers are able to listen to Rolling Loud Radio (ch. 44) on SiriusXM radios, and those with streaming access can listen online, on-the-go with the SiriusXM mobile app and at home on a wide variety of connected devices including smart TVs, devices with Amazon Alexa or the Google Assistant, Apple TV, PlayStation, Roku, Sonos speakers and more. Go to www.SiriusXM.com/streaming to learn more.

About Rolling Loud:

Founded in 2015 by Matt Zingler and Tariq Cherif as a one-day festival in Miami, Rolling Loud evolved into a global behemoth, with massive festivals on both American coasts and an international event in Australia. In October, Rolling Loud hosted the first annual Rolling Loud New York, which boasted one of the brand's most impressive lineups yet, and the company is currently preparing for Rolling Loud Los Angeles, occurring at Banc of California Stadium on December 14th-15th. Playing host to the genre's biggest artists including Chance The Rapper, Lil Uzi Vert, Future, A\$AP Rocky, Young Thug, Lil Baby, Meek Mill, YG, Palyboi Carti, and many more, Rolling Loud is proud to be the biggest live brand in hip-hop.

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: 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

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