

October 4, 2019



SiriusXM and Pandora to Launch Inaugural 'Sway Fest 2019' on October 18

Live broadcast event curated and hosted by Sway Calloway of SiriusXM's Shade 45

Block party to be held on the streets outside of Pandora's Oakland headquarters with community participants and special guests to be announced

Four-hour special will broadcast live on Eminem's Shade 45 channel on SiriusXM

NEW YORK, Oct. 4, 2019 /PRNewswire/ -- Oakland, CA native Sway Calloway returns to his roots on October 18 for the first ever 'Sway Fest 2019,' which will bring together celebrities, local leaders and special guests in a celebration of hip-hop, community and culture, to be broadcast on SiriusXM. The four-hour special will air live from the streets of Oakland, outside Pandora headquarters, beginning at 9am PT on SiriusXM's *Sway in the Morning* on Eminem's Shade 45 (ch. 45).

Calloway's celebrity friends, performers, local activists and community leaders will gather on Franklin Street between 21st and 22nd streets from 9am PT to 1pm PT in Oakland for performances and conversations on music, arts and the Oakland community. This Sway-hosted block party is also a way for our Oakland-based SiriusXM and Pandora employees to celebrate the combining of SiriusXM and Pandora.

In advance of 'Sway Fest 2019,' Sway will unveil his own Pandora Story, offering his commentary to a playlist of tracks that shaped him while growing up in Oakland and beyond. While SiriusXM subscribers can tune in live the day of the event, local residents are encouraged to attend this free event to hear live music, meet community and business leaders as they weigh in on important community issues, and celebrate music and culture.

"Sway Fest 2019' is a celebration of an amazing community of people that make up the Bay Area," said Calloway. "I'm looking forward to returning to my hometown and shedding a light on the diversity, culture, uniqueness and magic that makes Oakland an amazing place."

"Sway Calloway has been an integral part of the rise of SiriusXM over the years," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "We want to celebrate Sway's national accomplishments in Oakland, a place he has so much passion for, and which also serves as the home base of Pandora, which is now fully integrated with SiriusXM."

Calloway has been a part of the SiriusXM family since 2011 as the host of Eminem's Shade 45 channel's daily morning show, *Sway in the Morning* from 8am to 12pm ET and has

recently added additional duties with Pandora as the voice on selected channels and podcasts.

Calloway also hand-picked local organizations to shine a spotlight on during Sway Fest 2019: Kongo SQ West Kinship Society and the Choose College Educational Foundation. Each organization will be represented on-site to spread awareness and educate attendees on their cause.

Kongo SQ West Kinship Society provides distinct services of impact in campaign relief advancement and social entrepreneurship. Serving primarily the Bay Area, California with extensions to New Orleans, the Caribbean, and the Congo, the organization harvests the natural resources of its communities through strategic partnerships. As a respected cultural arts leader, Kongo SQ West remains dedicated to establishing a legacy of well-being and nourishment of communal artists of shared kinship works.

The Choose College Educational Foundation works to foster a vibrant, college-going culture among underserved communities with youth programming, grassroots outreach efforts and a robust commitment to connecting families with college resources and information. Learn more about these organizations below.

SiriusXM and Pandora listeners will have the opportunity to enter for the chance to win a trip for two to Oakland, CA, including airfare, hotel stay, and a pair of tickets to *SiriusXM and Pandora Present Sway Fest*. See Official Rules for complete details at siriusxm.com/SwayFest. For more information on 'Sway Fest 2019' visit SiriusXM.com.



'Sway Fest 2019' marks a meaningful homecoming for Calloway as it serves as an opportunity for him to give back to his beloved community by bringing awareness to causes, culture and music that have helped to shape him personally and professionally. Calloway began to hone his craft as an emcee and radio personality with his partner, King Tech, at KMEL-FM with their show, *The World Famous Wake Up*, that provided a platform for a host of hip-hop artists from all over the country, including, Tupac, the Hieroglyphics, Biggie Smalls, E40 and Eminem to name a few. The duo continued to make history by producing albums distributed through Interscope Records entitled *This or That*, which featured artists

such as Eminem, KRS-One, TecN9NE and RZA from Wu-Tang Clan. Calloway also gained global fame as an integral member of MTV News, covering politics and music. He remains a key correspondent and has been a part of initiatives, interviewing various political leaders that include President Barack Obama, President Bill Clinton, former Secretary of State Hilary Clinton, Senator John McCain and Mitt Romney. His music endeavors at MTV included TRL's *All Eyes* series, which featured top artists like Kanye West and 50 Cent, MTV News Now's *Jay-Z vs. Nas: Beats, Battles & Beef*, *MTV News Presents: After the Storm*, *RapFix Live*, and *The Hottest MC's List*. He is also a part of the network's annual live events: *MTV Video Music Awards*, *MTV European Awards* and their Grammy pre-show. He currently serves as an Executive Producer and Host of TRL-AM. Calloway continues to participate in various panels and discussions, hosting and moderating on important issues like hate crimes, racism and education, and plays a major role with Viacom's *Get Schooled* program, which reaches students across the country to encourage them to graduate. He is also the Chief Navigator for his site, SwaysUniverse.com which features celebrity interviews, music, entertainment and health news.

About Kongo SQ West Kinship Society

Answering a call to service from the Gulf Coast Hurricanes, in 2005 Kongo SQ West Kinship Society was erected in in Oakland California, with a mission that serves to build bridges, restore networks and bind cultural ties. A respected leader of Cultural Arts partnered initiatives, the vitality of the Society's works generate campaign relief advancement initiatives, while creating dynamic philanthropic ventures of direct impact. Anchored by the visionary, Field Leaders, Community Service Agents, and Professional Technical Artists, Kongo SQ West sustains a seasoned working kinship of exchange that continues to fuel its mission, with extended service to New Orleans, Caribbean, and the Congo. Programs of services include Communal Healing through the Arts, Donor Procurement services and Good Service Agent recruitment. Motto: "...of good works and prosperity."
web: www.kongosqwest.com

About Choose College Educational Foundation

Founded in 2005, the Choose College Educational Foundation, Inc® (Choose College®) promotes the benefits of pursuing higher education beyond high school. Choose College® knows that all students have the ability to succeed academically and pursue post-secondary education if provided with resources, information, guidance, and support—it's their mission to make that happen. Choose College® spearheads a number of cultural and academic enrichment programs for Bay Area youth, including the Youth Cultural Ambassador Program (YCAP) and STEM Strategies to Empower and Prepare Students for Success (STEM STEPS for Success). Learn more and donate today at www.choosecollege4life.com .

About Pandora

Pandora, a subsidiary of SiriusXM, is the leading music and podcast discovery platform, providing a uniquely-personalized listening experience to approximately 70 million users each month with its proprietary Music Genome Project ® and Podcast Genome Project ® technology - whether at home or on the go - through its mobile app, the web, and integrations with more than 2,000 connected products. As the largest streaming music provider in the U.S., with an industry-leading digital audio advertising platform, Pandora connects listeners with the music and podcasts they love the most.

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.

SiriusXM Media Contacts:

Angela Burke
Angela.burke@siriusxm.com

Carolina Dubon
Carolina.dubon@siriusxm.com



View original content to download multimedia <http://www.prnewswire.com/news-releases/siriusxm-and-pandora-to-launch-inaugural-sway-fest-2019-on-october-18-300931265.html>

SOURCE Sirius XM Holdings Inc.