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Just For Laughs Virtual Comedy Festival to Broadcast Exclusively on SiriusXM

The iconic comedy festival will be celebrated via SiriusXM's comedy channels on July 20-25

As previously announced, the postponed dates for the in-person festival in Montreal will now take place this Fall

NEW YORK, July 16, 2020 /PRNewswire/ -- SiriusXM announced today the Just For Laughs Virtual Comedy Festival. The special programming will air across numerous SiriusXM comedy channels from July 20-25, the dates during which the world-renowned annual festival was originally scheduled to take place in Montreal. As previously announced, the postponed dates for the in-person festival will now take place this Fall.



Throughout each day, the excitement of attending the Just For Laughs Comedy Festival will be re-created virtually, delivered directly to SiriusXM subscribers in their cars, at home, on-the-go, or wherever they choose to listen with their connected devices. Two one-hour specials will air every day on five SiriusXM comedy channels, hosted with fresh commentary from stars including **Kevin Hart, Howie Mandel, Ronny Chieng, Caroline Rhea, Jim Norton, Alonzo Bodden**, and many more.

In addition, the best stand up tracks from previous Just For Laughs shows throughout its 37 year history will highlight some of the most iconic comedy sets, including segment's from Andy Kindler's biting "State Of The Industry" speeches as part of ComedyPRO. Pandora will also feature a suite of Just For Laughs comedy playlists reflecting the festival's diverse and hilarious programming.

More special coverage includes SiriusXM's Just For Laughs Canada (channel 168) airing a 24/7 curated themed series that will highlight the festival's revered Homegrown, New Faces, LGBTQ Gala, All Female Gala shows and more, using original recordings from the Canadian artists and record labels.

"We were thrilled when SiriusXM approached us with this idea. Now, on what would have been this year's festival dates, we will carry on the tradition by sharing some of the greatest performances from our 37 years of festivals which includes some amazing homegrown Canadian content" says Bruce Hills, President of Just For Laughs.

"Just For Laughs is the world's premier comedy festival that we look forward to being a part of every year," said Jack Vaughn, SiriusXM's Senior Vice President of Comedy Programming. "So while we can't be in Montreal this summer, going to shows, eating poutine way too late, and dodging giant political street puppets, SiriusXM is thrilled to team up with the festival to create the next best thing."

From July 20-25, the two one-hour shows will air each day on SiriusXM's comedy channels:

Kevin Hart's Laugh Out Loud Radio Channel 96: 2pm & 6pm ET

Raw Dog Comedy Channel 99: 12pm & 9pm ET

Laugh USA Channel 98: 1pm & 7pm ET

Jeff & Larry's Comedy Roundup Channel 97: 3pm & 8pm ET

Comedy Greats Channel 94: 4pm & 5pm ET

Just For Laughs Canada Channel 168: 24 hours a day

SiriusXM has several offers for new subscribers including three months of a SiriusXM Essential or Premier Streaming subscription, plus a free Amazon Echo Dot, for the introductory rate of \$1, plus fees and taxes. See **Offer Details** below and visit siriusxm.com/3for1 to subscribe.

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.

About Just For Laughs Group

Founded in 1983, Just For Laughs Group is the world's largest player in the comedy

industry. Under the management of the CH Group, Bell Media and ICM Partners, the company is positioning itself as an international power for multi-platform comedy content creation. Each year, it entertains millions of spectators with festivals on Canadian and international stages, from Montreal — the world's largest comedy event — to Toronto, Vancouver, Sydney and Bermuda. The Group programs thousands of comedians from Canada and abroad, including established and up-and-coming artists; sets up its own comedy shows and musicals; produces touring shows; broadcasts digital and television content (including Gags, programmed in 150 countries and followed by 10 million users on YouTube); manages talented designers and is behind the ComedyPRO and JPR Pro professional gatherings. hahaha.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.

OFFER DETAILS: Activate an Essential or Premier streaming subscription and get your first 3 months for \$1.00 and get a free Echo Dot (3rd generation), while supplies last. Fees and taxes apply. **A credit card is required on this offer. Service will automatically renew** thereafter every month. At the beginning of your fourth month, you will be charged at then-current rates (currently \$8/month for Essential and \$13/month for Premier). **Please see our Customer Agreement at www.siriusxm.com for complete terms and how to cancel, which includes calling us at 1-866-635-2349.** All fees, content and features are subject to change. This offer cannot be combined with any other and may be modified or terminated at any time. Offer good only for new SiriusXM streaming subscriptions. Channel lineup varies by package. Limit 1 free Echo Dot regardless of promotion or number of subscriptions

purchased. This offer is presented exclusively by SiriusXM.

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