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Megyn Kelly Signs Exclusive Broadcasting Agreement with SiriusXM

Kelly to host "The Megyn Kelly Show" -- a live, weekday radio show on SiriusXM starting September 7

The multi-platform deal includes the radio show becoming available to her podcast listeners after premiering on SiriusXM

NEW YORK, July 6, 2021 /PRNewswire/ -- SiriusXM today announced that veteran broadcaster, journalist and legal expert Megyn Kelly has signed an exclusive agreement to host a new, live talk program starting September 7. *The Megyn Kelly Show* will air weekdays from 12-2pm ET on SiriusXM Triumph channel 111.



Megyn Kelly is one of the most respected, accomplished journalists in the news industry. A world-class broadcaster with millions of dedicated fans, her current successful podcast has a large and passionate audience in the U.S. as well as internationally, where Kelly is one of the world's most recognized news stars. Fans will now be able to listen to Kelly on SiriusXM -- the only place to hear her live and engage with her directly. Her singular voice joins an array of talent that bolsters SiriusXM's commitment to offering the broadest range of political and news programming in all of audio.

The Megyn Kelly Show will broadcast live five days a week and will feature Kelly's viewpoints on the day's top stories, as well as listeners' calls and Kelly's signature groundbreaking interviews with top cultural and political newsmakers. Beginning August 16, SiriusXM's Triumph channel will air best-of shows from Kelly before the program's live premiere on September 7.

"I'm thrilled to be taking our program to the next level by broadcasting it live for SiriusXM's massive audience," Kelly said. "My team and I have been grateful to see our show, in less than a year, become one of the most successful podcasts in America — proving that there is a thirst for open, honest and more meaningful conversations about current events. I can't think of a better partner to help us expand that reach even further than a blue-chip brand like SiriusXM, which has always been a leader in predicting market trends and is perfectly positioned for the evolving manner in which Americans consume their news."

As part of the multi-platform agreement, SiriusXM subscribers will gain access to video of the show, which will be available on the SXM App and social platforms. In addition, following its premiere on the Triumph channel, *The Megyn Kelly Show* will be made available as a

podcast to Kelly's listeners on the SXM App, Pandora, Stitcher, and all other major podcast platforms.

Red Seat Ventures, who previously handled production and distribution of *The Megyn Kelly Show* podcast, will continue to produce Kelly's new SiriusXM program.

About Megyn Kelly:

Megyn Kelly is the founder of Devil May Care Media and host of *The Megyn Kelly Show* on SiriusXM. As a world-renowned journalist, Kelly rose to prominence reporting on some of the most consequential U.S. and international news events of the past decade. She was a journalist at Fox News from 2004 to 2017 and has moderated 5 presidential debates, including the first Republican primary debate in 2016, where she received widespread acclaim for her tough and direct line of questions to the candidates. In 2016, her memoir, "Settle For More," debuted at number one on the *New York Times Best Seller List*. From 2017-2018, Kelly was a journalist with NBC News. She has an impressive and varied list of notable interviews, including: Russian President Vladimir Putin, Indian Prime Minister Narendra Modi, Israeli Prime Minister Benjamin Netanyahu, Donald Trump, then-Senator Barack Obama, Joe Biden, Mitt Romney, Michael Phelps, Simone Biles, Brett Favre, Ed Sheeran, Alec Baldwin and Morgan Freeman. Awards and accolades include *Time Magazine's* 100 most influential people in the world, *Vanity Fair's* New Establishment List, *Hollywood Reporter's* Women in Entertainment Power 100, and in 2016 she became the second news anchor in history to be featured on the cover of *Vanity Fair*. Prior to her career in television, Kelly practiced law as a litigator for nine years.

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.

Media contact:

Danielle Lynn

Danielle.Lynn@siriusxm.com

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