

August 25, 2022



Pandora LIVE El Pulso con Don Omar

*Special performance to air on SiriusXM's Caliente channel on Saturday,
October 1*



NEW YORK, NY – August 25, 2022 – Pandora announced today that Latin GRAMMY® Award-winning artist Don Omar will perform for the Pandora LIVE El Pulso event at Ice Palace Film Studios in Miami on Thursday, September 8.

Pandora LIVE El Pulso con Don Omar will feature the reggaeton star performing fan favorites. Pandora LIVE is the continuation of the streaming service's popular virtual series that features top artists from all genres, including Country, Latin, R&B and more. RSVP for the free event [HERE](#).

"Thanks to all of the team at Pandora for the invitation to be part of the Pandora LIVE El Pulso event," says Omar. "The greatest adrenaline that an artist can have is the affection of the public and feeling how they enjoy your songs. I assure you that we will spend an unforgettable night together."

Marisol from SiriusXM's Caliente (ch. 158) will host the show in front of a live audience from

Miami, FL. SiriusXM subscribers will have the chance to listen to Don Omar's performance on SiriusXM's Caliente (ch. 158) channel on Saturday, October 1 at 1:00 pm ET via satellite and on the SXM App with multiple rebroadcasts on Saturday, October 1 at 7:00 pm ET, Sunday, October 2 at 8:00 am, 3:00 pm, and 9:00 pm ET, and Monday, October 3 at 11:00 am ET.

Don Omar has 2.8 billion lifetime streams on Pandora, many from Pandora's #1 Latin station, El Pulso.

Event sponsors will enhance the in-person experience with exciting activations and complimentary giveaways. In Miami, USAA will help welcome fans to the show with an eye-catching salsa dance performance and enhance the concert experience for a pre-selected group of Miami military members by offering them expedited entry and exclusive perks, including a virtual meet and greet with the artist.

On behalf of Verizon, fans will receive an exclusive t-shirt commemorating the event, while supplies last. Select attendees will unlock access to a premium viewing section, thanks to Wendy's. Wendy's will also provide guests with a discounted rideshare code to leverage for transportation to or from the event and provide complimentary totes. Clorox will surprise and delight one lucky attendee with a framed one-of-a-kind poster signed by Don Omar and showcase their product within an Instagram-worthy art installation, while inspiring fans through their support of Miami-based education initiatives.

There will be a Chevron 360-degree photobooth for fans to strike a pose and share their interactive video socially. Corona Extra will provide complimentary koozies to keep fans' beverages cold. Frito-Lay will treat fans to complimentary Lay's® chips and branded hats.

Fans of Don Omar can also tune into live.pandora.com on Friday, September 30 at 9:00 pm ET to watch his performance and a never before seen interview with the King of Reggaeton himself.

During the Pandora LIVE virtual event, select sponsors will create unique content experiences for fans nationwide. During the pre-show, attendees can participate in the interactive fan chat and test their artist knowledge with interactive trivia, thanks to Wendy's. A limited amount of exclusive event t-shirts will be available for viewers on a first-come, first-served redemption code basis, compliments of Verizon.

Don Omar has a multiyear partnership with Saban Music Group (SMG). Saban Music Group (SMG) is a global music entertainment company founded in 2019 by Haim Saban, a worldwide pioneer and leader in the entertainment industry and Chairman and CEO of Saban Capital Group. Since its launch, SMG has been spearheaded by music veteran Gustavo López who has built a career signing top artists and developing content for global music audiences. SMG embraces the globalization of music by identifying, signing, and developing artists with international appeal.

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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, talk, news, comedy, entertainment and podcasts. SiriusXM offers the most extensive lineup of professional and college sports in audio. 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 arm, 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.

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