

December 1, 2020



Pandora LIVE featuring Carrie Underwood's First-Ever Christmas Album, 'My Gift' Presented by Audi

Virtual Holiday Celebration hosted by Storme Warren From SiriusXM's The Highway

Underwood is the #1 Most-Streamed Female Country Artist in Pandora History

OAKLAND, Calif., Dec. 1, 2020 /PRNewswire/ -- Pandora announced today that Grammy Award-winning superstar Carrie Underwood will bring some holiday cheer to the virtual Pandora LIVE stage on December 8 as she performs songs from her first ever full-length Christmas album, *My Gift*. Pandora LIVE is the continuation of the streaming service's popular virtual series that features top artists from all genres, including country, rock, R&B and more. Storme Warren of *The Storme Warren Show* on SiriusXM's The Highway (ch. 56) will host the event at 9:00 pm ET / 6:00 pm PT and listeners can RSVP for free [HERE](#).



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To get in the holiday spirit leading up to the event, attendees can tune into [Christmas Radio](#) and [Holiday Hits](#) on Pandora. Both stations now feature Modes, a new feature that allows users to customize their station listening experience based on a musical theme.

Set in Nashville's historic Oceanway Studios, Carrie and Storme will take attendees inside the making of her *My Gift* album and will discuss her family's holiday traditions, new and old. Underwood's performance will also feature background vocals by the acclaimed Gospel quartet The McCrary Sisters. The show will be presented at later dates in December on SiriusXM's The Highway (ch. 56), Country Christmas (ch. 58), Christmas Spirit (ch. 63) and Holly (ch. 105).

"This year, more than ever, we are all looking forward to Christmas," says Underwood. "I hope *My Gift* and Pandora LIVE can help get people in the spirit as they prepare for and celebrate the holidays."

Carrie Underwood has become a true multi-format, multi-media superstar spanning achievements in music, television, film and books. She has won over 100 major awards including 7 GRAMMY® Awards, 15 ACM Awards including three for Entertainer of the Year

(the only female ever to win three times), 22 CMT Music Awards where she continues to hold the record for the most award wins ever for the show, 7 CMA Awards, and 15 American Music Awards with her 7th win for Favorite Female Artist – Country and 6th win for Favorite Country Album for *Cry Pretty*, breaking the AMA record for Most Wins in the Favorite Country Album Category.

With more than 4.5 Billion lifetime Pandora streams, Carrie is the #1 most-streamed female country artist in Pandora history. Produced and arranged by GRAMMY® Award-winning producer, mixer, songwriter and multi-instrumentalist, Greg Wells, *My Gift*, debuted at #1 on the Billboard Country, Christian and Holiday charts. *My Gift* marks the eighth straight album Underwood has debuted #1 on the Billboard Country chart. *My Gift* also debuted at #1 on the UK country chart (her fifth #1 on the chart) and #1 on the Canadian country chart.

The presenting sponsor, Audi, will enhance the at-home viewing experience by bringing interactive activities and additional content to fans. During the event, the virtual venue will have a photo booth to allow guests to capture the moment. Together with Pandora, Audi is sponsoring a unique listening experience on the Pandora platform, *Pandora Live: Backstage with Carrie Underwood* featuring her favorite songs of the season along with some stories & favorite holiday traditions. After the show, the station will be updated to include live performance tracks from the event.

About Carrie Underwood

Carrie Underwood emerged from the promise of her 2005 *American Idol* win to become a true multi-format, multi-media superstar, spanning achievements in music, television, film, and now books, as a *New York Times* bestselling author. She has sold more than 64 million records worldwide and has recorded 27 #1 singles, 14 of which she co-wrote, while continuing to sell out arena tours across North America and the UK. Her 2018 release, *Cry Pretty*, is her seventh album to be certified Platinum or Multi-Platinum by the RIAA, including her *Greatest Hits: Decade #1*. On September 25 of this year, Carrie released her eighth album, *My Gift*, her first-ever Christmas album, which debuted at #1 on the Billboard Country, Christian and Holiday charts in its first week and marked her eighth straight release to debut at #1 on the Billboard Country chart. *My Gift* also debuted #1 on the UK country chart (her fifth #1 on the chart) and #1 on the Canadian country chart. Additionally, HBO Max will stream an exclusive, all-new holiday special starting December 3, with Carrie performing songs from *My Gift* with a live orchestra and choir. The Max Original special will be executive produced by Gary Goetzman and Tom Hanks for Playtone, along with Underwood. She also starred as Maria von Trapp in NBC's three-hour 2013 holiday blockbuster, the Emmy®-winning *The Sound of Music Live!*, whose airings attracted 44 million viewers, and she returns this Fall for her eighth season as the voice of primetime television's #1 program, NBC's *Sunday Night Football*. Last November, she hosted the CMA Awards for the 12th consecutive year. Underwood has won over 100 major awards including 7 GRAMMY® Awards, 15 ACM Awards including three for Entertainer of the Year (the first female in history to win twice and, as of 2020, the only female ever to win three times), 22 CMT Music Awards where she continues to hold the record for the most award wins ever for the show, 7 CMA Awards, and 15 American Music Awards with her 7th win for Favorite Female Artist – Country and 6th win for Favorite Country Album for *Cry Pretty*, breaking the AMA record for Most Wins in the Favorite Country Album Category. Carrie is the most followed country artist on Instagram and most followed female country artist on Twitter,

Facebook and TikTok. She is a proud member of the Grand Ole Opry and founder/lead designer for her fitness and lifestyle brand, CALIA by Carrie Underwood. In March 2020, HarperCollins/Dey Street books published Carrie's first book, FIND YOUR PATH: Honor Your Body, Fuel Your Soul, and Get Strong with the Fit52 Life, a fitness lifestyle book in which she shares her belief that fitness is a lifelong journey, providing a common-sense approach to staying active, eating well, and looking as beautiful as you feel, 52 weeks a year. That same month, Carrie also launched her new fitness app, fit52, which is a holistic wellness platform designed to encourage and support users on their personal wellness journey, and is available on <https://apps.apple.com/app/apple-store/id1475006543?pt=120313718&ct=fit52%20Press%20Release&mt=8> the App Store and on Google Play.

About Audi of America

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury vehicles. AUDI AG is among the most successful luxury automotive brands, delivering about 1.845 million vehicles globally in 2019. In the U.S., Audi of America sold just over 224,000 vehicles in 2019 and launched the brand's first fully electric vehicle, the Audi e-tron – one of four fully electric models coming to the U.S. market in the next two years. Globally, the brand aims to be CO2 neutral by 2050. Visit audiusa.com or media.audiusa.com for more information regarding Audi vehicles and business topics.

About Pandora

Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. Pandora provides consumers a uniquely-personalized music and podcast listening experience with its proprietary Music Genome Project® and Podcast Genome Project® technology. Pandora is also the leading digital audio advertising platform in the U.S. Through its own Pandora service, its AdsWizz platform, and third party services, such as SoundCloud, the Company connects brands to the largest ad-supported streaming audio marketplace in the country. Pandora is available through its mobile app, the web, and integrations with more than 2,000 connected products.

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's properties 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 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 30, 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.

Source: SiriusXM

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