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Madonna to Launch Exclusive SiriusXM Channel

Channel showcases music from Madonna's latest no. 1 album *Madame X* and her world-renowned catalogue

Limited-run Music Channel features exclusive stories from Madonna about her legendary career

NEW YORK, June 28, 2019 /PRNewswire/ --SiriusXM announced today that **Madonna** will launch an exclusive limited-run SiriusXM music channel, "Madonna's *Madame X* Radio," on Monday, July 1.



Madonna's *Madame X* Radio will showcase music from Madonna's globally-celebrated, multi-award-winning and legendary career, including her critically-acclaimed latest ninth No. 1 album *Madame X*. The channel will also feature exclusive stories from *Madame X* and chronicles her legacy, the making of her songs and her commitment to bringing the world closer through the exploration of cultures and music.

Following Madonna's much-anticipated Pride Island appearance in New York City, SiriusXM's Madonna's *Madame X* Radio will launch on Monday, July 1 at 12:00 pm ET and run through Wednesday, July 31 on SiriusXM radios (ch. 4), the SiriusXM app and web player. Fans can now immerse themselves in a true 24/7 Madonna experience by simply tuning in.

"This channel brings you into the intricate world of Madame X," says Madonna. "You'll learn more about the creative process behind my latest album and gain a deeper understanding of what drives me as an artist and a performer."

"Madonna is an artist who is the very definition of a musical and cultural icon. Her voice, songwriting, performances, and life's work has made her a universal force. Along the way she has created some of the most creative and biggest-selling albums of all time. Our exclusive channel celebrating Madonna is a truly comprehensive deep dive into the music of one of the world's most legendary artists," said Scott Greenstein, President and Chief Content Officer, SiriusXM.

Influenced creatively by living in Lisbon, Portugal over the past several years, *Madame X* is a collection of 15 new songs influenced by art and politics coming together. Madonna is getting ready to embark on a series of rare and intimate concert performances to take place

exclusively in theaters, giving fans an opportunity to see her perform in an environment like they never have before. The *Madame X Tour* will kick off September 12th. Tickets and further information are available at www.madonna.com/tour.

SiriusXM subscribers are able to listen to Madonna's *Madame X* Radio, (ch. 4), on SiriusXM radios, and those with streaming access can listen online, on-the-go with the SiriusXM mobile app and at home on a wide variety of connected devices including smart TVs, Amazon Alexa devices, Apple TV, PlayStation, Roku, Sonos speakers and more. Go to www.SiriusXM.com/streaming to learn more.

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: 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: 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.

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