

May 1, 2020



SiriusXM's The Prince Channel Debuts Exclusive Unreleased Special from the Iconic Artist

Radio Show Demo Created and Curated by Prince for SiriusXM, Featuring Prince Cameos and Other Surprises, premieres tonight at 7pmET on channel 30

NEW YORK, May 1, 2020 /PRNewswire/ --



WHO: SiriusXM's channel devoted to the music of Prince, the late GRAMMY®, Golden Globe and Academy Award® winner, begins today on channel 30 and SiriusXM's streaming app.

WHAT: An extraordinary audio production: a never-before-heard demo of a conceptual radio show created by Prince for a Sirius Satellite Radio channel from 2005 will be heard for the first time ever. Created by Prince around the release of his celebrated *3121* album, the potential channel demo, running more than two hours, features songs from his unparalleled catalog, personal favorite selections by other artists, mixes, interviews, and a peek into his legendary vault of unreleased studio and live recordings. Prince collaborated with DJ Rashida, who hosts the show, with Prince joining throughout. Read more about the story behind the unreleased recording in the *Vanity Fair* exclusive, ["The Prince Radio Show That Never Was."](#)

The Prince Channel will also feature music from the legendary artist's catalog, from early recordings to his biggest hits, a takeover from Sheila E., special playlists from Jimmy Jam and Terry Lewis, and SiriusXM's recent *Let's Go Crazy: The Grammy Salute To Prince Town Hall*, featuring Jimmy Jam, Sheila E. and H.E.R. Music by artists that Prince was closely connected to, inspired by, and collaborated with will also be featured.

WHEN: Friday, May 1 at 7 p.m.ET

WHERE: SiriusXM's The Prince Channel can be heard on channel 30 on all SiriusXM radios and can be found on the SiriusXM app in the Hip-Hop/R&B category. Anyone who is not already a SiriusXM subscriber can download the SiriusXM app or go to [SiriusXM.com/streamfree](https://www.siriusxm.com/streamfree), and start listening free of charge, with no credit card or commitment required, through May 30. The SiriusXM app is available on mobile phones, tablets and computers, as well as on a wide variety of connected devices in the home including smart TVs, devices with Amazon Alexa or the Google Assistant, Apple TV, PlayStation, Roku, Sonos speakers and more. The SiriusXM app also offers additional features such as SiriusXM video, Personalized Stations Powered by Pandora that listeners can curate themselves, and an On Demand library with more than 10,000 hours of archived shows, exclusive music performances, interviews and audio documentaries.

[siriusxm.com/new-channels](https://www.siriusxm.com/new-channels)

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.

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, 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, 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.

Source: SiriusXM

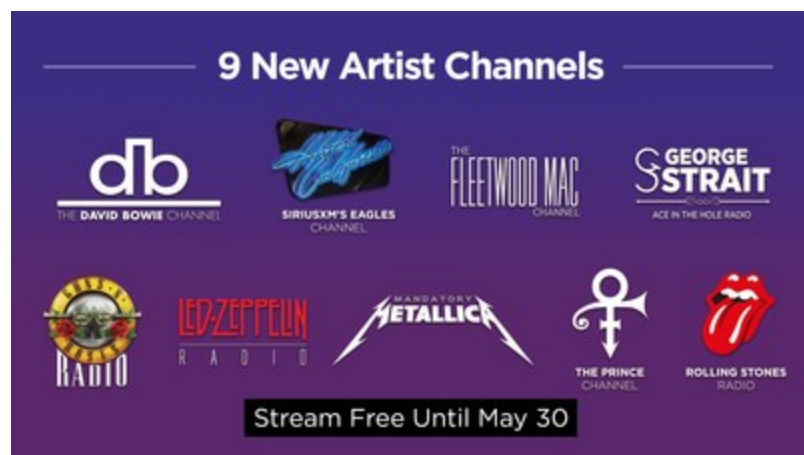
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