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Jim Gaffigan Becomes First Comedian to Get His Own SiriusXM Pop-up Channel

The Jim Gaffigan Channel launches today on SiriusXM's streaming platform

Two new unreleased stand-up albums to premiere on the channel

NEW YORK, July 15, 2020 /PRNewswire/ -- SiriusXM announced today the launch of The Jim Gaffigan Channel, which features the prolific comedian's full stand-up library as well as two never-before-heard albums, interviews, and other rare material. The channel launched today on SiriusXM's streaming platform and will run through August 13.



Known for his largely clean, sarcastic material about everyday life (food, fatherhood, and laziness) as well as his signature "audience voice," the five-time Grammy nominee has performed his stand-up before crowds at some of the most prestigious venues around the globe. Now SiriusXM subscribers can hear material from a dozen albums that span Gaffigan's nearly three decades in the industry, as well as highlights from his SiriusXM interviews from over the years. The channel launch coincides with Gaffigan becoming the first comedian to reach a billion track streams on Pandora.

Additionally, the channel will premiere two exclusive and never-before-heard Jim Gaffigan "Pale Tourist" albums -- "Florida Man" and "Asian American." The albums feature Gaffigan performing and tailoring his stand up to audiences around the world.

"I'm so honored to have my own channel on SiriusXM. I plan to make my children listen 24/7 over the entire month," said Gaffigan.

The Jim Gaffigan Channel is available online on ch. 790, and will also take over Laugh USA (ch. 98) on satellite radios during the weekends throughout the one-month run.

Today SiriusXM also announced the launch of 5 exclusive channels dedicated to iconic, game-changing music artists: Beastie Boys, Bob Marley, Coldplay, Michael Jackson and Queen, plus the return of The Prince Channel. This latest music collection is part of SiriusXM's continued collaboration with legendary artists and their teams to create unique audio programming that listeners and fans can find nowhere else. Gaffigan is the first comedian to receive his own dedicated pop up channel. For information head over to <https://www.siriusxm.com/newchannels>.

SiriusXM has several offers for new subscribers including three months of a SiriusXM Essential or Premier Streaming subscription, plus a free Amazon Echo Dot, for the introductory rate of \$1, plus fees and taxes. See **Offer Details** below and visit siriusxm.com/3for1 to subscribe.

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 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 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.

OFFER DETAILS: Activate an Essential or Premier streaming subscription and get your first 3 months for \$1.00 and get a free Echo Dot (3rd generation), while supplies last. Fees and taxes apply. **A credit card is required on this offer. Service will automatically renew** thereafter every month. At the beginning of your fourth month, you will be charged at then-

current rates (currently \$8/month for Essential and \$13/month for Premier). **Please see our Customer Agreement at www.siriusxm.com for complete terms and how to cancel, which includes calling us at 1-866-635-2349.** All fees, content and features are subject to change. This offer cannot be combined with any other and may be modified or terminated at any time. Offer good only for new SiriusXM streaming subscriptions. Channel lineup varies by package. Limit 1 free Echo Dot regardless of promotion or number of subscriptions purchased. This offer is presented exclusively by SiriusXM.

Echo Dot will be fulfilled through the use of a coupon code in checkout at Amazon.com. Coupon code will be provided by SiriusXM after subscription activation along with redemption details. The Echo Dot is sold by Amazon.com Services, LLC. Use of the Echo Dot device is subject to the terms found here: www.amazon.com. Amazon, Alexa, Echo, and all related marks are trademarks of Amazon.com, Inc. or its affiliates.

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