

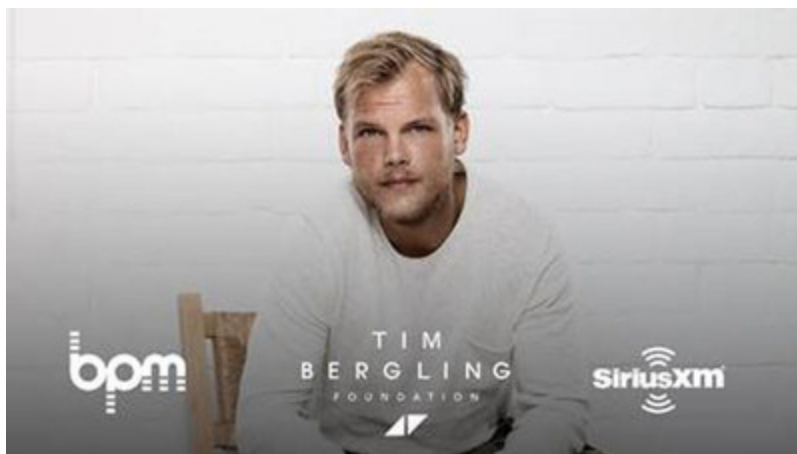
September 2, 2020



Avicii Birthday Tribute for Mental Health Awareness to Take Over SiriusXM's BPM Channel During Suicide Prevention Week

The Tim Bergling Foundation and SiriusXM to honor Avicii with specialty programming including a never-before-heard Avicii set and more starting Tuesday, September 8

NEW YORK, Sept. 2, 2020 /PRNewswire/ -- SiriusXM and The Tim Bergling Foundation today announced **BPM Presents: Avicii Birthday Tribute for Mental Health Awareness** on SiriusXM's BPM channel. The special take-over will kick off on Tuesday September 8, Avicii's birthday and during Suicide Prevention Week.



BPM Presents: Avicii Birthday Tribute for Mental Health Awareness will feature specialty programming including one never-before-heard Avicii (aka Tim Bergling) set. Until now, his June 2016 set in Osaka, Japan was only heard by those in attendance. For the first time, the set will broadcast exclusively to SiriusXM's listeners, as well as interviews from the 2019 Avicii Tribute Concert in Stockholm, Sweden. Klas Bergling, Tim's father, will sit down for an exclusive interview to discuss Tim's life and music and the mission of the Foundation, which is to prevent suicide and remove the stigma attached to mental illness.

"Anki and I want to thank Geronimo and SiriusXM for their continued support of Tim's music and for taking this time to put a spotlight on the global issue of mental health," said Klas Bergling. "We want to encourage Tim's fans and all young people to know that they are not alone. It's important to talk to someone, a friend or family member or workmate. There is help for any emotional struggle they or their friends may have."

"SiriusXM championed Avicii from his start and we hope his fans will join us in celebrating him and his music as we take this special week to premiere a never-before-heard set, play music spanning his career, and hear about the importance of mental health wellness from

those who knew him best," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "We are honored to work with The Tim Bergling Foundation to spotlight the issue of mental health, while also celebrating Avicii's legacy through his music."

"The loss of Tim was personal for me," said Geronimo, SiriusXM's Vice President of Dance and EDM Programming. "Tim was my friend and like many fans around the world, I was excited to watch his career grow exponentially. I'm honored to work with his father, Klas and his family, to bring awareness to mental health and how asking for help is equally as important. The world has changed so quickly due to the pandemic, so this topic is more crucial now than ever."

The take-over will also feature music from Avicii all weeklong and commentary from artists including Aloe Blacc, Armin van Buuren, Bonn, David Guetta, Joe Janiak, Laidback Luke, Martin Garrix, Nicky Romero, Nile Rodgers, Rita Ora, Sandro Cavazza, Zak Abel and more discussing Avicii, as well as sharing personal stories about Tim, his music and their experience with mental illness. Additionally, the channel take-over will include a special broadcast of Avicii's SiriusXM Town Hall from 2013.

SiriusXM's first-ever Avicii Birthday Tribute for Mental Health Awareness Week will benefit Vibrant Health's National Suicide Prevention Lifeline. John Draper, PHD, Executive Director of the National Suicide Prevention Lifeline, will share advice and resources on SiriusXM's Doctor Radio for listeners experiencing emotional distress or struggling with thoughts of suicide.

Listeners can experience BPM Presents: Avicii Birthday Tribute for Mental Health Awareness Week starting on Tuesday, September 8 at 12:00 pm ET through Sunday, September 13 at 9:00pm ET on SiriusXM radios (channel 51) and on the SiriusXM app. Additionally, Pandora will launch the Avicii Forever Mode on their EDM Hits station showcasing collaborations, mixes and original tracks from Avicii. Pandora Modes functionality offers a set of selectable "modes" that give listeners more control over songs that are played on their Pandora stations.

The Tim Bergling Foundation was created by Anki Lidén and Klas Bergling and their family after the death of their son Tim Bergling, also known as Avicii – one of the most acclaimed and beloved producers/performers/songwriters in modern music. The Foundation supports science-based organizations engaged in preventative actions against mental illness and suicide, especially among young people. Additionally, the foundation will support aid work in areas where Tim had a passion, such as climate change, global hunger and prevention of wildlife and endangered species.

For 50 years, Vibrant Emotional Health, has been at the forefront of promoting emotional well-being for all people. As leaders, advocates, educators, and innovators in mental health, we have been raising awareness and offering support to everyone who is struggling. We work every single day to help save lives and assist people to get care anytime, anywhere and in any way that works for them. We are unwavering in our belief that everyone can achieve emotional wellness with the right care and support. As part of our work, we administer the National Suicide Prevention Lifeline, funded by SAMHSA, which provides 24/7, free, and confidential support for people in emotional distress across the United States. For more information, please visit www.vibrant.org.

If you or someone you know is going through a crisis, please call the National Suicide Prevention Lifeline at 1-800-273-TALK (8255).

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. 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 June 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

Contacts for SiriusXM:

Angela Burke: angela.burke@siriusxm.com

Carolina Dubon: Carolina.dubon@siriusxm.com

Contact for The Tim Bergling Foundation and Avicii:

Diana Baron/d.baron media relations inc.: Diana@dbaronmedia.com

Contact for Vibrant Emotional Health:

Josephine Parr: jparr@vibrant.org



View original content to download multimedia <http://www.prnewswire.com/news-releases/avicii-birthday-tribute-for-mental-health-awareness-to-take-over-siriusxms-bpm-channel-during-suicide-prevention-week-301123044.html>

SOURCE Sirius XM Holdings Inc.