November 9, 2020

Masters 2020, Live and Nationwide on SiriusXM

Live broadcasts of all four days - Nov. 12-15 - of the Masters Tournament from Augusta National Golf Club

SiriusXM's Masters week programming will feature commentary from Fred Couples, Ben Crenshaw, Craig Stadler, Greg Norman and others

Listeners will hear an interview with Jack Nicklaus and Gary Player immediately following the Honorary Starters Ceremony on Thursday

NEW YORK, Nov. 9, 2020 /PRNewswire/ -- SiriusXM will offer extensive audio coverage of the 2020 Masters Tournament as it is played at storied Augusta National Golf Club this fall. Subscribers will receive live broadcasts of each day of Tournament play, which will take place November 12th to the 15th this year after being postponed due to the COVID-19 pandemic. SiriusXM's coverage will also include exclusive shows hosted by past Masters champions and contenders, and historic audio from the Augusta National archives.

Masters week on SiriusXM programming will be available to subscribers nationwide on the SiriusXM radios in their vehicles (Sirius channel 208, XM channel 92), and outside the car on the SiriusXM app for connected devices and speakers.

Live Masters Play-by-Play
Listeners will hear live hole-by-hole commentary from Augusta National covering the action and the players on the course. The live Tournament coverage begins at 1:00 pm ET on Thursday and Friday, noon ET on Saturday, and 10:00 am ET on Sunday. Play-by-play broadcasts of the Masters are produced by Westwood One.

Masters History Special
Leading up to the Tournament, SiriusXM will present a Masters history special with in-depth storytelling and audio from Augusta National's exclusive archives. SiriusXM host David Marr III will take listeners back to the 1980 Masters, won by a 23-year-old Seve Ballesteros, as well as Sir Nick Faldo's Masters victory in 1990, which saw him win his second green jacket after besting Ray Floyd in a playoff. Marr will also look back at all five of Tiger Woods' Masters wins, from his record-setting 12-stroke victory as a 21-year-old in 1997 to last year's emotional victory, which marked his first major title in more than a decade. The special will debut tonight, November 9 (10:00 pm ET), with replays before play begins on Saturday and

Sunday. It will also be available on SiriusXM On Demand.

Exclusive SiriusXM Masters week programming

SiriusXM will feature several shows hosted by past Masters champions and top-finishers.

- Prior to each day's play, SiriusXM will offer multiple hours of live pre-round programming (starting at 7:00 am ET Thursday and Friday and at 8:00 am ET on Saturday and Sunday). Featured hosts on the pregame programming will include two-time Masters champion **Ben Crenshaw**, 1982 Masters champion **Craig Stadler**, as well as **Hale Irwin**, **Mark Lye**, **John Maginnes**, **Carl Paulson**, **Dennis Paulson** and **Taylor Zarzour**.

- On Thursday, SiriusXM listeners will hear interviews with **Jack Nicklaus** and **Gary Player** – who have nine Masters Tournament wins between them – shortly after their tee shots at the Honorary Starters Ceremony.

- **Ben Crenshaw** will host a special *Crenshaw on The Masters* episode of his SiriusXM show today, November 9, at noon ET.

- 1992 Masters champion **Fred Couples** will host his SiriusXM show on Tuesday, November 10, at 3:00 pm ET.

- **Greg Norman**, a nine-time top-10 finisher at the Masters, will host his show, *Attack Life Radio*, on Wednesday, November 11, at 3:00 pm ET

- David Marr III, Mark Lye, Carl Paulson and Dennis Paulson will host SiriusXM's post-round Masters programming.

- SiriusXM listeners will also hear shows hosted by current and former pros Brad Faxon, John Cook, Colt Knost, Justin Leonard and Drew Stoltz; noted instructors and coaches Michael Breed, Jim McLean, David Armitage, Conrad Ray, Frank Darby, Brian Crowell, Trey Jones, Jeff Warne and Greg DuCharme; as well as SiriusXM's Brian Katrek, Michael Collins, Jason Sobel, Bruce Murray, Kraig Kann, Ed Clements, George Downing, Dr. Jeremy James and Jeff Cameron.

For more information, visit masters.com or follow @TheMasters on Twitter, Instagram and Facebook.

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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