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# The Masters Tournament Moves to SiriusXM

## **SiriusXM announces expansive coverage of the Masters as the Tournament's exclusive audio broadcast partner**

NEW YORK, Jan. 6, 2021 /PRNewswire/ --SiriusXM announced today it has signed a new agreement to become the exclusive audio broadcaster of the Masters Tournament. For the 2021 Tournament, scheduled for April 5-11, SiriusXM will produce and present live play-by-play broadcasts all four days of Tournament play from storied Augusta National Golf Club in Augusta, Ga.



SiriusXM's exclusive Masters week broadcasts will be available to listeners nationwide on their SiriusXM radios (channel 208 or 92), on the SiriusXM app and at home with Amazon Alexa, the Google Assistant or however they stream at home.

"The Masters is one of the most important and revered competitions in all of sports, and we are so thrilled to be acquiring the rights to bring the Tournament to our listeners," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "We look forward to collaborating with Augusta National Golf Club and, through our strong golf programming and excellent roster of talent, producing a superb broadcast worthy of this great event. Our coverage of the Masters will bring the Tournament's exciting play and rich history into people's homes across the country."

SiriusXM has produced and aired comprehensive live broadcasts of major championship golf for years. Its Masters broadcast will feature a seasoned team of golf voices providing play-by-play and analysis, the details of which will be announced closer to the 2021 Masters. SiriusXM's Masters week programming will originate from the grounds at Augusta National and feature several shows airing earlier in the week hosted by past Masters champions and top-finishers, including 1992 Masters champion Fred Couples, 1982 champion Craig Stadler, along with Greg Norman, who finished in the top 10 at the Tournament nine times, and others.

SiriusXM's golf channel – which has provided coverage of the sport 24 hours a day, 365 days a year for the last 15 years – enables more hours of dedicated Masters programming than anyone else in the audio entertainment space.

Its expanded coverage will include a live broadcast of the Par 3 Contest played on Wednesday of Masters week, an event which has not been available before as an audio

broadcast.

SiriusXM and Augusta National will also collaborate on and launch a new podcast dedicated to the Masters, entitled *The Masters Show*, which will debut on January 11 and be available every Monday night from the start of the year through the week of the Tournament. The podcast will explore the history and traditions of the Masters, as well as the players and personalities who have competed at Augusta National through the decades and today. *The Masters Show* will be hosted by SiriusXM's Taylor Zarzour and will be available to listeners on SiriusXM, Pandora, Stitcher and other podcast platforms.

"It is a wonderful honor to be associated with the Masters, and each week from the beginning of the year, we will celebrate what makes this event so special," said Zarzour. "On *The Masters Show*, we will recognize players and particularly first-time participants receiving invitations to the upcoming Tournament, interview past champions, and celebrate the unique traditions of the Masters."

SiriusXM will also produce *Daily Masters Moments* featurettes that will air throughout the year to give fans Masters-related programming – from news to the retelling of historic Masters moments – all 365 days on the calendar.

For more information, visit [masters.com](http://masters.com) or follow @TheMasters on Twitter, Instagram and Facebook. Visit [SiriusXM.com](http://SiriusXM.com) for more info on SiriusXM programming and all the ways to listen.

### **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](http://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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