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Furuno Adds SiriusXM Marine Fish Mapping™ Service to NavNet TZtouch3 Displays with BBWX4 Satellite Weather and Entertainment Receiver

NEW YORK and CAMAS, Wash., May 3, 2021 /PRNewswire/ -- Furuno and SiriusXM announced today that the SiriusXM Marine Fish Mapping™ service – designed to help saltwater anglers locate fish faster and save fuel – is now available on Furuno's NavNet TZtouch3 line of multi-function displays (MFDs).



SiriusXM Fish Mapping provides regularly updated, science-based fishing data directly to compatible TZtouch3's using the BBWX4 SiriusXM Satellite Weather receiver and running Furuno's new version 2.01 software.

"We're excited to bring the amazing capabilities of SiriusXM Fish Mapping to our TZtouch3 customers," stated Dean Kurutz, Senior VP of Sales, Marketing & Product Planning for Furuno USA. "Furuno's strong product line has always helped anglers get on the fish and catch them. Now, with the advanced data provided by Fish Mapping, captains will have the ability to locate ideal fishing grounds by targeting specific species and sea conditions, maximizing their time on the water and helping save time and fuel."

"SiriusXM has been working with Furuno for over a decade to provide mariners with best-in-class weather and audio services," said Dave Wasby, VP of Aviation, Marine, and Music for Business for SiriusXM. "We are very pleased Furuno customers can now also benefit from our Fish Mapping service, which looks great on the NavNet TZtouch3 displays and helps saltwater anglers identify where game fish are most likely to be biting."

Fish Mapping provides eight distinct features to identify the most promising areas to fish in North American waters:

- **Fishing Recommendations** identify the areas that oceanographers recommend for zeroing in on six distinct target species.
- **Weed Lines** show the most recent sightings of weed lines, which provide habitat for bait and game fish.
- **Sea Surface Height Anomalies** represent areas of upwellings, eddies and convergence zones where nutrient-rich water is favorable for finding fish.
- **Sea Surface Temperature Contour lines** are simplified graphic representations of sea surface temperatures to help target areas where specific fish species can be

found.

- **Sea Surface Temperature Fronts** reveal significant temperature changes that create distinct boundaries between bodies of water, concentrating nutrients which attract bait fish. Strong and very strong fronts are good places to find game fish.
- **Sub-Surface Water Temperatures** provide water temperatures 30 meters beneath the surface, to help identify where targeted game fish tend to hunt within their preferred temperature range.
- **Plankton Concentrations** contour lines show areas with dense plankton concentrations – bait fish feed on plankton which attracts game fish.
- **Plankton Fronts** show locations of greatest plankton concentration next to relatively little plankton – particularly beneficial when they occur near temperature fronts.

These Fish Mapping features provide anglers using TZtouch3 more information to help find the best areas to fish more quickly, saving both time and fuel. Recreational anglers, tournament anglers, and charter captains alike value the amount of actionable information they have directly on their MFD.

Anglers who already have SiriusXM Weather and a BBWX4 can easily upgrade to the SiriusXM Fish Mapping service. Consumers who do not yet have a BBWX4 receiver will need to purchase it and subscribe. There is currently a \$100 [rebate](#) offered for the purchase of a new BBWX4 and subscribing to SiriusXM Marine service.

The BBWX4 is easy to install and use, and its reliable antenna provides the best possible reception — even on the fringes of SiriusXM's extensive coverage area (up to 150NM offshore). A free one month trial subscription of Fish Mapping is available and the software update is at no cost.

Fish Mapping service is \$99.99 a month and includes all of SiriusXM Marine's Weather information. The service can be suspended at no charge for up to 6 months each year. The BBWX4 also supports SiriusXM Entertainment which can be added to a Fish Mapping Subscription.

For more information on the Fish Mapping service, trial subscription offers and rebates, visit SiriusXM at siriusxm.com/fishmapping, [watch these videos on how Fish Mapping works on TZtouch3](#), and learn more about NavNet TZtouch3 and the BBWX4 at www.FurunoUSA.com or www.NavNet.com.

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About Furuno

Since its founding in 1938, FURUNO has been responding to the needs of the maritime industry through developing various types of marine electronics. FURUNO's product line, of over 200 finished good products, consists of their flagship NavNet TZtouch3 MFD's, Radars, Fish Finders, GPS Chart Plotters, Autopilots, ECDIS, Sonars, Radios and more. Their history of innovation continues to this day, with advancements in Solid State Digital Radars, 3D Fish Finders, and Furuno AR (Augmented Reality) navigation systems.

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About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in North America, 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 COVID-19 pandemic is adversely impacting our business; we face substantial competition and that competition 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; we engage in extensive marketing efforts and the continued effectiveness of those efforts is an important part of 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; we may not realize the benefits of acquisitions and other strategic investments and initiatives; 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 business depends in large part on the auto industry; failure of our satellite would significantly damage our business; our Sirius XM service may experience harmful interference from wireless operations; our Pandora ad-supported business has suffered a substantial and consistent loss of monthly active users, which may adversely

affect our Pandora business; 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; changes in mobile operating systems and browsers may hinder our ability to sell advertising and market our services; 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; privacy and data security laws and regulations may hinder our ability to market our services, sell advertising and impose legal liabilities; consumer protection laws and our failure to comply with them could damage our business; failure to comply with FCC requirements could damage our business; 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; the market for music rights is changing and is subject to significant uncertainties; our Pandora services depend upon maintaining complex licenses with copyright owners, and these licenses contain onerous terms; 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; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; 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; we have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; 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; if we are unable to attract and retain qualified personnel, our business could be harmed; 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; we may be exposed to liabilities that other entertainment service providers would not customarily be subject to; and our business and prospects depend on the strength of our brands. 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, 2020, which is 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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