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New Streaming Music Channels From Bob Marley, LL COOL J, and more Launch on SiriusXM

Iconic artists expand their existing SiriusXM channel offerings with new, hand-crafted music streaming channels

26 new music channels dedicated to a variety of musical styles and themes available now, wherever listeners stream SiriusXM, including: 90s R&B Jams, Boy Bands, Coffee House Classics, Lithium Stripped, Queens of Pop, and more

NEW YORK, March 25, 2021 /PRNewswire/ -- SiriusXM announced today a new selection of artist branded channels with Bob Marley and LL COOL J available as streaming channels on the SiriusXM app. Each major artist is supplementing their existing SiriusXM channel with new channels that will further explore that artist's genre and will dive deeper into different themes that are important to the artists and their fans.



The new artist branded channels launching today are part of a 26-channel addition to the SiriusXM streaming lineup. These new channels will reflect sounds devoted to the 90s and 2000s--a listener-favorite music period, with lifestyle themes, moods, and celebratory, good vibes including Lithium Stripped, Classic Chill, Queens of Pop, 90s R&B Jams, Boy Bands and more. The introduction of these new music channels enhances SiriusXM's already powerful music and entertainment streaming offering that includes an array of music channels, podcasts and video, giving subscribers more choice than ever before as part of their streaming subscription.

Streaming access to SiriusXM is included with most subscriptions. Subscribers can listen online, on-the-go with the SiriusXM app, and with Amazon Alexa, the Google Assistant or however they stream at home. Go to www.siriusxm.com/ways-to-listen to learn more.

Bob Marley's Tuff Gong Radio was one of the latest year-round artist-focused channels to launch on SiriusXM, showcasing the music of Bob Marley and family along with a wide range of new and classic reggae music. The new streaming channels came about due to the popularity of Tuff Gong Radio's weekly show, *Soca Afrobeats Mix*, which debuted last December. The two new streaming channels will be spotlighting the best in Soca and Afrobeats music.

LL COOL J previously launched LL COOL J's Rock The Bells Radio in March 2018, featuring a wide range of classic Hip Hop content, music, interviews and in-depth retrospectives. LL now dives deeper into the Rock The Bells world with three new streaming music channels that explore: B-Sides, exclusive mixes, and clean versions of classic Hip Hop songs. The channel logos for LL COOL J's new SiriusXM streaming channels were created by the acclaimed and influential American contemporary street artist, Shepard Fairey, famous for creating the iconic Barack Obama "Hope" poster during the 2008 presidential campaign. Shepard Fairey had previously created the logo for LL COOL J's Rock The Bells Radio.

At the top of the year, SiriusXM launched artist-branded music streaming channels with [Armin van Buuren](#) and [Steve Aoki](#), and earlier this month, renowned guitarist Tom Morello launched three new streaming channels, a weekly show, and weekly podcast (more info [HERE](#)).

To find a full list and tune in to all new streaming music channels visit: www.siriusxm.com/streaming-channels.

New artist branded streaming music channels:

Bob Marley's Tuff Beats: The fusion of jazz with the traditional drum beats and melodies of West Africa initially pioneered by Afrobeat legend Fela Kuti has been reimaged by a new generation. The result is a rising tide of hits that has brought African pop stars to the airwaves and dancefloors of America and Europe. Tuff Beats has the latest and greatest in Afrobeats from its origins with Fela straight through to the contemporary hits of Burna Boy, Davido, Tiwa Savage and more.

Bob Marley's Tuff Soca: The soul of Calypso, Chutney, Reggae, Zouk, Latin, Cadence and traditional West African rhythms all come together in the music of Soca. Originally birthed in Trinidad and Tobago, the high-energy music that started in the 70's with Lord Shorty has spread throughout the Caribbean and beyond. Tune in to Tuff Soca for the genre's beloved classics plus the latest and greatest from Nailah Blackman, Machel Montano, Patrice Roberts, and more.

LL COOL J's Rock The Bells - Clean Versions: Hear clean, profanity-free versions of your favorite classic Hip Hop songs that the whole family can enjoy.

LL COOL J's Rock The Bells – Mixdown: Nonstop exclusive mixes from some of Hip Hop's best DJ's including: DJ Premier, DJ Z-Trip, Kid Capri, Magic Mike, Da Beatminerz, Cut Chemist, DJ Maseo (De La Soul) and many more.

LL COOL J's Rock The Bells - B-Sides: For hardcore heads only. Dig in the crates and rediscover hidden Hip Hop gems from mainstream and underground artists.

Additional new streaming music channels include:

- **Lithium Stripped:** Acoustic version of 90s alt rock. Hear stripped down performances from legends like Eddie Vedder, Chris Cornell, Gavin Rossdale and more.
- **Classic Chill:** First generation of Chill music from the 90s and 2000s. Listeners will hear Thievery Corp, Air, Moby, Zero 7 and more.
- **Queens of Pop:** Female power singers from the 90s and 2000s. Listeners will hear

music from Britney Spears, Celine Dion, Cher, Kelly Clarkson, Lady Gaga, Madonna, Taylor Swift, Whitney Houston and more.

- **90s R&B Jams:** Whether you want to get the party "Jumpin' Jumpin" or wondering if it's the "End Of The Road", 90s R&B Jams has it. All the hottest R&B upbeat and slow jams from the 90's. Listeners will hear music from Usher, Mary J. Blige, Boyz II Men, TLC and more.
- **Boy Bands:** Music from the boy bands of the 90s and 2000s. Listeners will hear music from *NSYNC, Backstreet Boys, One Direction, Boyz II Men, Jonas Brothers and more.
- **Coffee House Classics:** 90s & Early 2000s Acoustic Music. Listeners will hear music from Tracy Chapman, Dave Matthews, Jack Johnson, Norah Jones and more
- **Mardi Gras Radio:** The soundtrack to any Mardi Gras celebration with nonstop New Orleans music.
- **Spectrum of Hip Hop:** The roots of Hip-Hop through today, spanning decades of music revolution from pioneers like Run-D.M.C., Tupac and Beastie Boys to today's hitmakers like Drake, J. Cole, Cardi B and many more.
- **Viva 90s/2Ks Hits:** An era when Latin pop exploded to the center of the world stage. Hear the hits of the 90's and 2000s from internationally renowned superstars. Music full of energetic beats infused with the soul and sounds of the Caribbean and Latin America that captivated audiences world-wide.

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.

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