

March 30, 2021



The 2021 Masters Tournament, Live and Exclusively on SiriusXM

Greg Norman and Brian Katrek will be SiriusXM's lead broadcast team in first year as the Tournament's exclusive audio broadcaster

Mark Carnevale, John Maginnes and Fred Albers will be on-course reporters; Taylor Zarzour will conduct on-site interviews; Renowned swing coach Jim McLean will report live from the Tournament Practice Area

Masters champions and top finishers including Fred Couples, Craig Stadler, Greg Norman, Hale Irwin, Dave Stockton, Ricky Barnes, Mark Lye, Scott Simpson and others will host shows during Masters week

NEW YORK, March 30, 2021 /PRNewswire/ -- SiriusXM, the exclusive audio broadcaster of the Masters Tournament, today announced its expansive broadcast plans for Masters week, April 5 through April 11.



"This is our first year as the exclusive audio broadcaster of the Masters and we couldn't be more excited to bring golf fans everywhere extensive and expert coverage for this great event," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "Between our live Tournament play-by-play, features on Masters history, one-on-one interviews with the competitors, plus insight from some of the people who know the Tournament as well as anyone, listeners will feel like they are on the grounds at Augusta National."

[Masters week on SiriusXM](#) programming is available to subscribers nationwide on SiriusXM radios (Sirius channel 208, XM channel 92) and on the SiriusXM app.

Live Masters Play-by-Play

After announcing its new agreement as the exclusive audio broadcaster of the Masters earlier this year, SiriusXM will be producing and presenting live play-by-play broadcasts of all four rounds of the Tournament for the first time. SiriusXM's live Tournament coverage will air each day – Thursday through Sunday – starting at 2:00 pm ET and running through the completion of play. Additionally, each day before the broadcast begins at 2:00 pm, SiriusXM will provide live look-ins during its programming in the morning and early afternoon. This will be the first time that listeners will be getting live audio play-by-play coverage of featured morning groups.

Greg Norman, who competed in 23 Masters Tournaments with eight top-5 finishes, will be the lead analyst alongside lead play-by-play announcer Brian Katrek.

Former tour professionals Mark Carnevale and John Maginnes and veteran broadcaster Fred Albers will be SiriusXM's on-course reporters at Augusta National. Taylor Zarzour will conduct post-round interviews with the players.

Renowned swing coach Jim McLean, who competed in the 1972 Masters and has worked with some of the game's top players, will broadcast live from the Tournament Practice Area at Augusta National each day and share his insights as players prepare for their rounds.

Exclusive SiriusXM Masters week programming

Masters Radio on SiriusXM will feature comprehensive pre- and post-round coverage, as well as specials airing throughout the week. Some of the highlights from this programming include the following:

- On Thursday and Friday, April 8-9 (8:00 – 10:00 am ET), and Saturday and Sunday, April 10-11 (10:00 am – noon ET), David Marr III and McLean will co-host with multiple players who have finished at or near the top of the Masters leaderboard.
 - Mark Lye, who tied for sixth in the 1984 Masters, will co-host each day.
 - 1982 Masters champion Craig Stadler will be a co-host on Thursday.
 - Hale Irwin, who has seven top-10 finishes in the Masters, will co-host on Friday.
 - Dave Stockton, who tied for second in the 1974 Masters, co-hosts on Saturday.
 - Scott Simpson, who tied for seventh in the 1990 Masters, will co-host Sunday.
- Carl Paulson, Dennis Paulson, Jason Sobel and Gary Williams will host SiriusXM's Masters pre-round coverage airing 10:00am – 2:00 pm ET on Thursday and Friday and noon – 2:00 pm ET on Saturday and Sunday.
- Immediately following each round, listeners will hear a two-hour wrap-up of the day's play, hosted by Marr, Lye and other former Masters competitors. Ricky Barnes, who was the low amateur and finished 21st in his first Masters in 2003, will join the show after Thursday's round. Robert Gamez, who competed in two Masters Tournaments (1990, 1991) will co-host with Marr and Lye on Friday. John Cook, who competed in 15 Masters Tournaments, will join the show on Saturday. Cook and Hale Irwin will co-host Sunday's show.
- PGA Tour pro Jason Kokrak, who will be competing in this year's Tournament, will host a special one-hour show on Monday, April 5, at 8:00 pm ET with Zarzour.
- 1992 Masters champion Fred Couples and George Downing will host a new episode of *The Fred Couples Show* on Tuesday, April 6, at 6:00 pm ET.
- Immediately following Couples' show, Williams will host a roundtable Tournament preview with several members of the SiriusXM broadcast team at 8:00 pm ET.
- Greg Norman will host a special edition of his show, *Attack Life Radio*, live from Augusta National on Wednesday, April 7, at 2:00 pm ET.

Listeners will hear regularly scheduled shows hosted by Colt Knost, Drew Stoltz, Gary McCord, Michael Breed, Greg DuCharme, Michael Collins, Conrad Ray, Kyle Gentry, Trey Jones, Jeff Cameron, Frank Darby, Brian Crowell, Jeff Warne, David Armitage and Taylor Zarzour throughout the week.

Masters History Specials

On Thursday, April 8 (10:00 pm ET), SiriusXM will air a one-hour special *-Celebrating the Slam* – on the 20th anniversary of Tiger Woods' 2001 Masters win that completed the "Tiger Slam" and put him in possession of all four major championship titles. Woods remains the only golfer to have ever won all four majors consecutively since the creation of the Masters Tournament. Listeners will hear from Steve Williams, Woods' caddy from 1999-2011, Bob May, who lost to Tiger in a playoff at the 2000 PGA Championship, and other guests.

SiriusXM's annual Masters history special will debut Thursday, April 1, at 9:00 pm ET and be available throughout Masters week on the SiriusXM app. This year's special will celebrate the history of the Tournament by travelling back in time in five-year increments, from the five-year anniversary of Danny Willett's victory in 2016 through the 85th anniversary of Horton Smith's win in 1936. Listeners will hear compelling archival audio and recaps of extraordinary Masters moments involving the game's all-time greats, including Ben Hogan's first Masters title in 1951, Jack Nicklaus' wins in 1966 and 1986, Gary Player becoming the first international winner of the Masters in 1961, Nick Faldo's rally in 1996, and many more.

Coverage of Augusta National Women's Amateur and Drive, Chip and Putt National Finals

SiriusXM's Carl Paulson and Dennis Paulson will be at Augusta National to cover the final round of the Augusta National Women's Amateur on Saturday, April 3, as well as the Drive, Chip and Putt National Finals on Sunday, April 4. SiriusXM will air highlights and reports from those events and listeners will also hear interviews with competitors from those events on shows airing throughout Masters week.

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 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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