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SiriusXM Launches National Ad Campaign - "The Home of SiriusXM" - Showcasing the Unique Collection of Talent That Lives at SiriusXM

SiriusXM's largest multi-media ad campaign features stars and artists, many with SiriusXM shows, channels, pop ups: LL COOL J, Kevin Hart, Dave Grohl, Normani, Anitta, Bebe Rexha, Sway Calloway, Jeff Lewis, Kehlani, Diplo, Brett Favre, Helio Castroneves, Bella Poarch, Storme Warren and the Morning Mashup crew

Multi-channel campaign focuses on accessing exclusive SiriusXM programming outside the vehicle on the SXM App

NEW YORK, Sept. 7, 2021 /PRNewswire/ -- SiriusXM announced its largest multi-media national ad campaign ever which brings to life the vibrancy and spontaneity of SiriusXM programming, featuring superstar artists, creators, and stars from the worlds of entertainment, music, and sports, many of whom have shows, channels and popups on the SXM App. The campaign – "The Home of SiriusXM" created in collaboration with Translation, the independent creative agency - debuts on TV, digital, audio, social and out of home beginning this month.



The ads personify the variety and depth of content that SiriusXM offers listeners daily – all living under one roof -- and features six humorous spots showcasing a wide cast of famous talent and voices living in SiriusXM's House, from established icons to trending TikTok creators: "[Gizmos](#)" starring **Kevin Hart** and **LL COOL J**; "[Yelling](#)" featuring **Dave Grohl and Kevin Hart**; "**Sunday**" featuring **LL COOL J, Bebe Rexha, Kehlani, Jeff Lewis, Helio Castroneves, Anitta and Normani**; "**Chores**" featuring **Normani, Diplo** and SiriusXM's **Sway Calloway**; "**Bathroom**" featuring **Bella Poarch and Brett Favre** along with **Diplo, Normani, and SiriusXM's Sway Calloway, Storme Warren** and the **Morning Mashup** crew from SiriusXM Hits 1.

The campaign is centered around SiriusXM as the live destination that brings you into all of the entertainment you love. The TV spots focus on the everyday activities where listeners may find themselves listening to SiriusXM from the front seat of the car, cooking in the kitchen, doing chores around the house, working out, or at a gathering with friends. This

engaged audience has easy access to compelling, entertaining hosts on SiriusXM channels and shows in spontaneous moments they won't find anywhere else. And they aren't just getting SiriusXM in the car. Listeners can bring SiriusXM with them anywhere on mobile phones, smart speakers, and other connected devices using the SXM App.

Listening on home devices is showcased prominently in every spot, and the availability of SiriusXM outside the car is particularly in focus in the "Gizmos" spot, as Kevin Hart, with the help of his housemates such as LL COOL J, discovers he can listen to his favorite channel (his very own Laugh Out Loud Radio) in a variety of ways.

"The Home of SiriusXM" is airing now on college football on ABC, and continues throughout the month running alongside such high-profile programs as NBC's *The Voice* and *America's Got Talent*. The spots will also be featured during NFL football broadcasts on CBS this fall, on iHeart and ESPN radio, cable networks including Discovery, Paramount, Bravo and BET and OTT channels such as Hulu, Roku, Viacom, Discovery+ and CBSi. A special holiday themed TV spot featuring a variety of musicians, stars and SiriusXM hosts—all living in "The Home of SiriusXM"—will break later in November.

"The Home of SiriusXM" campaign lets us shine a light on many of the talented people in our diverse roster of stars and personalities who create exclusive programming for SiriusXM and interact with each other in a way not found on other audio competitors," said Denise Karkos, Chief Marketing Officer of SiriusXM. "The campaign is built for the long run, and you will see more executions of it in the future with surprising pairings and appearances by our talent."

"The Home of SiriusXM" ad campaign was conceived by Translation, an independent creative agency built to help ambitious brands harness the power of culture to solve their biggest challenges.

"SiriusXM is the only place where every category of entertainment, and entertainer, is brought together on one platform that's completely alive, no matter where you stream. We brought this idea to life by bringing larger than life entertainers and personalities together to live under one roof. Our team was excited by the opportunity to reposition SiriusXM for a new generation of listeners by creating space for them to embrace SiriusXM in worthy moments beyond the car," said Jason Campbell, Executive Creative Director at Translation.

Digital spots will appear in outlets such as Vox, The Verge, SBNation, Vulture, and more.

An outdoor campaign will appear on billboards, subways, airports and commuter portals in New York City, Boston and San Francisco beginning September 13.

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. SiriusXM's platforms collectively reach approximately 150 million listeners, the largest digital audio audience across paid and free tiers in North America, and deliver music, sports, talk, news, comedy, entertainment and podcasts. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM's subsidiaries Stitcher, Simplecast and AdsWizz make it a leader in podcast hosting, production, distribution, analytics and monetization. The Company's advertising sales organization, which operates as SXM Media, leverages its

scale, cross-platform sales organization and ad tech capabilities to deliver results for audio creators and advertisers. 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.

About Translation

Named Ad Age's 2021 Small Agency of the Year, Translation is an independent creative agency built to help ambitious brands harness the power of culture to solve their biggest challenges. For over 15 years, Translation has partnered with brands and creators to build and grow disruptive platforms that foster deeper community engagement. This experience has given us unparalleled insight into the dynamics of culture and affinities that link people together. Backed by Alphabet, Andreessen Horowitz, and 21st Century Fox, we are reimagining how brands and artists tell their stories, create value, and push culture forward.

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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