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SiriusXM Launches "It's Showtime at the Apollo!" Comedy Channel

The new channel features the best stand-up comedy from the iconic variety show's decades-spanning run

Available now, hear star-making stand-up from Bill Burr, Steve Harvey, Gabriel Iglesias, Robert Klein, Martin Lawrence, Dennis Miller, Mo'nique, Paul Mooney, Tracy Morgan, Chris Tucker and more

NEW YORK, Feb. 28, 2022 /PRNewswire/ -- SiriusXM today announced the premiere of "It's Showtime at the Apollo!" Comedy, a new channel dedicated to the legendary variety show that launched the careers of many of today's biggest comedians. The special programming is available now through March 22 on SiriusXM channel 104.



Filmed at the world-famous Apollo Theater in Harlem, New York, *It's Showtime at the Apollo* was a hit program that ran from the 1980s-2000s. Among its many accomplishments, the show quickly won recognition for its stellar roster of up-and-coming comedians. Now SiriusXM is showcasing the very best stand-up from the program's run, which airs all day long on the limited run channel. Some of these highlights include early performances from Bill Burr, Steve Harvey, Gabriel Iglesias, Robert Klein, Martin Lawrence, Mo'nique, Paul

Mooney, Dennis Miller, Tracy Morgan, Chris Tucker, and many others.

"*It's Showtime at the Apollo* played such a vital role in shaping modern comedy," said Jack Vaughn, SiriusXM's Senior Vice President of Comedy Programming. "There was an inimitable energy to the show and the performances, and it has been so much fun to relive this era in comedy. We've chosen the very best stand-up from hundreds of episodes, so whether SiriusXM subscribers are rediscovering the show or hearing it for the first time, they're going to have an amazing experience."

In addition to airing on SiriusXM channel 104, listeners can also hear stand-up from "It's Showtime at the Apollo!" Comedy on their phones or connected devices at home via the SXM App. Streaming access is included for most subscribers. Go to <https://www.siriusxm.com/ways-to-listen> to learn more.

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 arm, 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.

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