

June 3, 2024



# SiriusXM Launches State-of-the-Art Broadcast Studio at Wynn Las Vegas

*John Mayer kicks off SiriusXM's broadcasts in Las Vegas on June 5 with a special episode of live call-in show on Life with John Mayer channel*

*The SiriusXM Studio at Wynn Las Vegas will be home to a new show hosted by Flavor Flav, plus unique music, sports and entertainment programming*

**NEW YORK – June 3, 2024**– SiriusXM announced today the opening of a state-of-the-art broadcast studio in Las Vegas, Nevada, located inside Wynn Las Vegas on the world-famous Strip.

To celebrate the opening, seven-time GRAMMY® Award-winning singer-songwriter **John Mayer** will host a live broadcast on June 5 for his SiriusXM channel [Life with John Mayer](#) (channel 14). The special live-from-Las Vegas episode will feature Mayer playing his favorite songs and artists as well as taking phone calls from listeners around the country. Mayer is performing with Dead & Company at The Sphere in Las Vegas through August 10.

Renowned as the “Entertainment Capital of the World” for its vibrant nightlife, burgeoning sports scene, and world class multi-genre performances and residencies, Las Vegas is the perfect new home for SiriusXM as it continues its studio expansion across North America. As the leader in audio entertainment, the programming lineup in Las Vegas will feature everything from music and comedy to sports and news, bringing listeners closer to “what happens in Vegas.”

The SiriusXM Studio at Wynn Las Vegas joins SiriusXM’s broadcast studios across North America, including its headquarters in New York City’s Rockefeller Center; Washington, DC facilities in the heart of the nation’s capital; West Hollywood studios, featuring the Los Angeles performance space “The Garage”; Miami studios in South Beach; and a newly-located hub in Nashville.

“Las Vegas is a city at the center of the zeitgeist, with major artists, personalities, and sports superstars around every corner – just like you’d see in our SiriusXM studios, and we’re very excited to be opening our new SiriusXM studio in the world class Wynn Las Vegas, right on the Las Vegas Strip,” said Scott Greenstein, SiriusXM’s President and Chief Content Officer. “Finding a home inside Wynn Las Vegas and putting our state-of-the-art broadcast facility right on the Las Vegas Strip was a perfect match, and we look forward to bringing listeners across the nation right into the action 365 days a year.”

“Our collaboration with SiriusXM complements our entertainment offering,” said Brian Gullbrants, Chief Operating Officer – North America, Wynn Resorts. “The diverse programming and fresh roster of talent visiting the studio will offer listeners from afar a glimpse of the excitement that can only be found at Wynn.”

The SiriusXM Studio at Wynn Las Vegas will be home to a variety of programming, including a new series hosted by legendary hip-hop artist and Rock and Roll Hall of Famer Flavor Flav. "Flavor Flav's Flavor of the Week" will make its SiriusXM debut on June 10 and air weekly on [LL COOL J's Rock The Bells Radio](#) channel. Flav will spin tracks from his favorite classic hip-hop artists and share stories from his one-of-a-kind music career as founder of the legendary group, Public Enemy, his experiences as a TV personality, and more.

"I started my music career on the radio as DJ MC Flavor," said Flav. "That was the beginning of both Flavor Flav and Public Enemy. I did things that had never been done and have never been duplicated since. It's been some years since I've hosted a radio show. I'm so excited to team up with SiriusXM to bring y'all a new Flavor and the 'Flavor of the Week' show packed with all the Flavor! Let's make some history!!"

Additional SiriusXM personalities broadcasting regularly from The SiriusXM Studio at Wynn Las Vegas include: Mad Dog Sports Radio host **JT the Brick**; **Shannon Gunz**, who hosts on Ozzy's Boneyard as well as SiriusXM's Octane and Turbo channels; and **Eddie Trunk**, host on SiriusXM's Faction Talk and Hair Nation channels.

###

### **About Wynn Las Vegas**

Wynn Resorts is the recipient of more Forbes Travel Guide Five Star Awards than any other independent hotel company in the world and in 2024 was once again honored on FORTUNE Magazine's World's Most Admired Companies list. Wynn and Encore Las Vegas consist of two luxury hotel towers with a total of 4,748 spacious hotel rooms, suites and villas. The resort features approximately 194,000 square feet of casino space, 20 signature dining experiences, 14 bars, two award-winning spas, approximately 513,000 rentable square feet of meeting and convention space, approximately 174,000 square feet of retail space as well as two showrooms, two nightclubs, a beach club, and recreation and leisure facilities, including Wynn Golf Club, an 18-hole championship golf course. For more information on Wynn and Encore Las Vegas, visit [press.wynnlasvegas.com](http://press.wynnlasvegas.com).

### **About Sirius XM Holdings Inc.**

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Reaching a combined monthly audience of approximately 150 million listeners, SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM, please go to: [www.siriusxm.com](http://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:

**Risks Relating to our Business and Operations:** We have been, and may continue to be, adversely affected by supply chain issues; we may be adversely affected by the war in Ukraine; we face substantial competition and that competition is likely to increase over time; if our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, are not successful, our business will be adversely affected; 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; failure to successfully monetize and generate revenues from podcasts and other non-music content could adversely affect our business, operating results, and financial condition; we may not realize the benefits of acquisitions or other strategic investments and initiatives; the ongoing COVID-19 pandemic has introduced significant uncertainty to our business; and the impact of economic conditions may adversely affect our business, operating results, and financial condition.

**Risks Relating to our Sirius XM Business:** A substantial number of our Sirius XM service 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 is uncertain; our business depends in part upon the auto industry; failure of our satellites would significantly damage our business; and our Sirius XM service may experience harmful interference from wireless operations.

**Risks Relating to our Pandora Business:** Our Pandora ad-supported business has suffered a substantial and consistent loss of monthly active users, which may adversely affect our Pandora business; our Pandora business generates a significant portion of its revenues from advertising, and reduced spending by advertisers could harm our 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 our results of operations will be adversely affected; changes to mobile operating systems and browsers may hinder our ability to sell advertising and market our services; and 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.

**Risks Relating to Laws and Governmental Regulations:** 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; and failure to comply with FCC requirements could damage our business.

**Risks Associated with Data and Cybersecurity and the Protection of Consumer Information:** 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; and interruption or failure of our information technology and communications systems could impair the delivery of our service and harm our business.

**Risks Associated with Certain Intellectual Property Rights:** 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 rates may adversely affect our business; 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; and rapid technological and industry changes and new entrants could adversely impact our services. Risks Related to our Capital and Ownership Structure: 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. Other Operational Risks: 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, 2022, 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**

**Media contacts:**

**SiriusXM**

Andrew FitzPatrick

[andrew.fitzpatrick@siriusxm.com](mailto:andrew.fitzpatrick@siriusxm.com)

Angela Burke

[angela.burke@siriusxm.com](mailto:angela.burke@siriusxm.com)

**Wynn Las Vegas**

Sara Lambley

702-770-3740

[sara.lambley@wynnlasvegas.com](mailto:sara.lambley@wynnlasvegas.com)

Deanna Pettit-Irestone

702-770-2121

[deanna.irestone@wynnlasvegas.com](mailto:deanna.irestone@wynnlasvegas.com)