

February 4, 2021

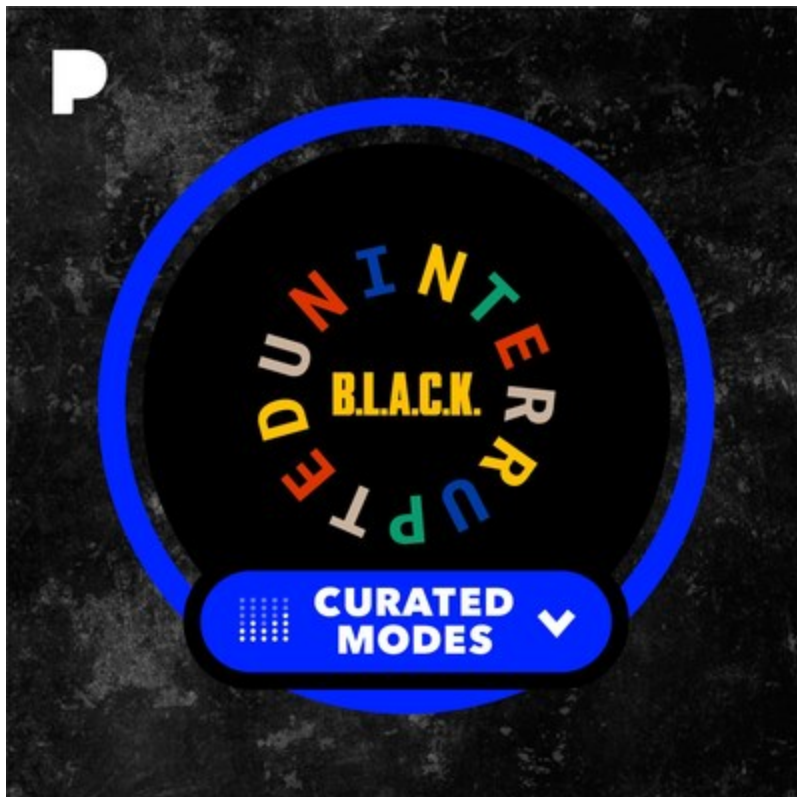


# Pandora Celebrates the Biggest Weekend in Football with Launch of All Pro Mode on UNINTERRUPTED Radio

Some of pro football's biggest stars - Tyreek Hill, Jamal Adams, Michael Vick and Jarvis Landry - unveil the curated soundtracks they listen to on and off the field, only on Pandora and SiriusXM

The new listening Mode coincides with Sunday's big game and will also be available on SiriusXM's The Heat

OAKLAND, Calif., Feb. 4, 2021 /PRNewswire/ -- Pandora announced today the launch of **All Pro Mode on [UNINTERRUPTED Radio](#)** to celebrate Sunday's big game. Beginning this Friday, February 5, listeners will get access to the very soundtracks that current and former pro football stars listen to on and off the field. Seahawks safety **Jamal Adams**, Browns receiver **Jarvis Landry**, former Falcons and Eagles quarterback **Michael Vick**, and Chiefs receiver **Tyreek Hill**, who will be on the field Sunday in Tampa, will introduce and talk about their favorite artists and tracks. All Pro Mode will include music from Missy Elliot, Drake, Imagine Dragons, Cardi B, Jay-Z, J.Cole, Jack Harlow, Megan Thee Stallion, Lil Baby, Mulatto, and more.



SiriusXM listeners can hear these players' playlists when UNINTERRUPTED Radio takes over The Heat (ch.46) on Friday, February 5 at 2 p.m. ET on SiriusXM radios and on the SiriusXM app. Pandora announced today the launch of All Pro Mode on UNINTERRUPTED Radio to celebrate Sunday's big game. Tune into All Pro Mode on [UNINTERRUPTED Radio](#) to hear special soundtracks curated and hosted by:

- Jamal Adams
- Michael Vick
- Tyreek Hill
- Jarvis Landry

[UNINTERRUPTED Radio](#) launched as one of Pandora's first curated stations to feature its [Modes functionality](#), giving fans even more control over their listening experience by offering selectable and thematic sub-stations curated by their favorite athletes with special commentary from them throughout. UNINTERRUPTED Radio launched with Tip-Off, Vet, and Post Game Modes curated by top NBA and WNBA athletes, and has since expanded to combat sports with Ringside Mode, and football with Draft Day, Kickoff and All Pro Modes.

### **About UNINTERRUPTED**

UNINTERRUPTED is an athlete empowerment brand founded by LeBron James and Maverick Carter. The company is built upon the radical idea that all athletes should have a platform to express themselves without intermediaries. From this premise, a mission was born: to empower athletes from all walks of life to communicate in an unimpeded way and to be More Than an Athlete. UNINTERRUPTED is upending the world of sports media by working with athletes to tell unique, human stories from their point of view. Through content, merchandise, events, partnerships and educational opportunities, UNINTERRUPTED is changing the way athletes engage with the public and empowering them to be known and valued for more than the sport they play.

### **About Pandora**

Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. Pandora provides consumers a uniquely-personalized music and podcast listening experience with its proprietary Music Genome Project® and Podcast Genome Project® technology. Pandora is also the leading digital audio advertising platform in the U.S. Through its own Pandora service, its AdsWizz platform, and third party services, such as SoundCloud, the Company connects brands to the largest ad-supported streaming audio marketplace in the country. Pandora is available through its mobile app, the web, and integrations with more than 2,000 connected products.

### **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](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: 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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SOURCE Sirius XM Holdings Inc.