



NEWS RELEASE

Golf Legend Greg Norman Named by SiriusXM as Lead Analyst for Masters Play-by-Play Broadcasts

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World Golf Hall of Fame member will share his insights from the booth alongside SiriusXM play-by-play voice Brian Katrek all four days of Tournament play

Norman competed in 23 Masters Tournaments in his illustrious career, finishing sixth or better nine times
NEW YORK, March 9, 2021 /PRNewswire/ -- SiriusXM announced today that World Golf Hall of Fame member Greg Norman will be the lead analyst for SiriusXM's exclusive play-by-play audio broadcasts of the Masters Tournament this April. Norman will join play-by-play announcer Brian Katrek in the broadcast booth at Augusta National Golf Club all four days of Tournament play, April 8-11.

In January, SiriusXM announced its new agreement as the exclusive audio broadcaster of the Masters Tournament. SiriusXM will present its first live play-by-play broadcasts in April as part of its expansive coverage of the 2021 Tournament.

From 1981 through 2009, Norman competed in 23 Masters Tournaments and played his way into contention for a green jacket on many of those April Sundays at Augusta National. In his first Masters in 1981, at the age of 26, he finished the opening round tied for first with Johnny Miller, Curtis Strange and Lon Hinkle and finished the Tournament alone in fourth. It was his first Masters performance that inspired his lasting nickname, "The Great White Shark." Over the two decades that followed, he had eight top-5 finishes at the Masters, including three runner-up and three third-place finishes.

"Augusta is one of the most special places on earth, and so much of my life and career has been dominated by memories playing at the Masters. I am so humbled and honored to be returning to the Tournament, but this time in the capacity as lead analyst for SiriusXM's first Masters broadcast," said Greg Norman. "I hope my experience with

the course and playing in the Tournament 23 times will lend a unique voice and perspective to the listeners, so that they can feel and live every moment as if they were there."

"Greg's experience playing in the Masters and his knowledge of Augusta National are exceptional. We couldn't be more thrilled to have him as our lead analyst for SiriusXM's first Masters production," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "Greg's in-the-moment perspective on the action as it happens on the course elevates our broadcast and ensures our listeners will be tuning in to a superb level of coverage."

SiriusXM's exclusive Masters week broadcasts will be available to listeners nationwide on their SiriusXM radios (channel 208 or 92), on the SiriusXM app and at home with Amazon Alexa, the Google Assistant or however they stream at home.

Norman was one of golf's most dominant players throughout much of the 1980s and early 1990s, when he held the World No. 1 ranking for an incredible 331 weeks. He won 91 professional events - including 20 PGA TOUR titles - during his career, which is highlighted by his two Open Championship victories in 1986 and 1993. In 2001 he was inducted into the World Golf Hall of Fame with a higher percentage of votes than any other inductee in history.

Norman joined SiriusXM in 2018 to launch his own talk show, Attack Life Radio, which he hosts monthly on the SiriusXM PGA TOUR Radio channel. His next hosting appearance on SiriusXM will be this Thursday, March 11, following the first round of THE PLAYERS Championship.

On Wednesday, April 7, during Masters week, Greg will host a special edition of Attack Life Radio live from Augusta National.

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.

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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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