



NEWS RELEASE

## SiriusXM Launches Holy Culture Radio

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New talk and music full-time channel features 13 shows for everything Christian Hip-Hop and Rhythm & Praise

NEW YORK, April 21, 2022 /PRNewswire/ -- SiriusXM announced the launch of **Holy Culture Radio**, a new spiritually-inspired talk and music channel beginning today.

**Holy Culture Radio** is the home for everything Christian Hip-Hop and Rhythm & Praise. Its programming will focus on themes of Faith, Art, Vocation, and Education, unifying three foundational things listeners are looking for: connection to popular culture, connection to their faith, and success in their careers.

The range of shows on the channel will include **The Christ Revolution Music**, hosted by Bryant Tabb, which focuses on Christian Hip-Hop and features interviews with artists, producers and DJs. **Old School Sounds**, hosted by DJ D-Lite, takes listeners back to the genre's beginnings. **Holy Culture Radio** will also include **Straight Ministry Heat Mix**, where host DJ I Rock Jesus introduces people to The Gospel of Jesus Christ, and **The Underground Gospel Hip-Hop Show**, where Jay Williams helps to launch indie faith-based artists, personifying the notion of having a great time while inspiring listeners with meaningful messages. Also featured is **The DJ Wade-O Radio Show** which marks the return of DJ Wade-O to the radio world. DJ Wade-O is best known for his spinning skills and insightful interviews with artists, pastors, and leaders within the Christian Hip-Hop community.

Music mix shows will help provide the soundtrack for various times in listeners' days with music specially curated for those moments, including **The Get-Up Morning Mix** of songs and messages to inspire and start mornings off right, **Sunday Morning Mix** designed to help get praise and worship on and **Prime MT Mix** with a wide variety of music combined with empowering conversations, curated and presented by James Rosseau and other tastemakers.

Talk shows will include K.I.N.G Talks, with open discussions on life with the intent of creating an environment of effective communication and an atmosphere of compassion and understanding, Da Fixx Radio Show, which features real talk topics referencing everything from theological dialogue to trending topics, and Church on the Block, where Pastor Phil Jackson engages in all-encompassing discussions and theological breakdowns of hip-hop and street culture and how the church can deliver hope.

**Holy Culture Radio** is owned and operated by The Corelink Solution, a non-profit organization whose mission statement is to deliver a curriculum designed to help people develop their passion and purpose, create an informed plan, use tools to help them succeed and establish accountability and ownership.

"I am beyond excited about this union between Holy Culture and SiriusXM!" said James Rosseau, founder of The Corelink Solution and on-air personality on **Holy Culture Radio**. "Introducing the platform's first Christian Hip-Hop channel with music and talk allows us to extend our 'head and heart' community revitalization mission through systems of learning and cultural enrichment, focusing on African-Americans. Having struggled to gain self-confidence in my youth, I understand the need for culturally relevant support systems. As we launch this new channel, we are expanding our programming with a host of shows that deliver a life-changing experience through progressive music and empowering conversations."

**Holy Culture Radio** will be available to listeners nationwide on the SXM App and on select SiriusXM radios (channel 154) beginning today, April 21.

SiriusXM carries **Holy Culture Radio** as part of its Qualified Entity program, which focuses on selecting programming representing diverse viewpoints and/or diverse entertainment content; improved service to historically underserved audiences; original content of a type not otherwise available to SiriusXM subscribers; and access to new sources of content and new entrants to mass media.

## 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](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: we have been, and may continue to be, adversely affected by supply chain issues as a result of the global semiconductor supply shortage; the ongoing COVID-19 pandemic has introduced significant uncertainty to our business; 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; we may not realize the benefits of acquisitions and other strategic investments and initiatives; 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 as our marketing efforts reach more price-sensitive consumers is uncertain; our business depends in part on the auto industry; failure of our satellites 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 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; 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; 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, 2021, 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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