

FOR IMMEDIATE RELEASE:

NetLook Adds SiriusXM Radio Refresh Service to Make SiriusXM Activation Easier for its Dealer Clients

September 24, 2021 - JACKSONVILLE, FL – NetLook, a comprehensive online inventory management lot service and automotive software provider, today announced it has integrated the SiriusXM Radio Refresh Service for pre-owned vehicles into its software platform.

NetLook's complimentary SiriusXM Radio Refresh Service ensures that SiriusXM's extensive audio programming lineup is activated on vehicles on dealer lots, allowing it to be easily showcased on test drives and activated with a trial subscription when newly sold vehicles drive off the lot. The service is available to NetLook's dealer clients who are enrolled in the SiriusXM Pre-Owned Program. SiriusXM's Pre-Owned Program features the participation of more than 40,000 dealers across the country and enables participating dealers to give their customers a three-month trial subscription to the SiriusXM Platinum Plan when they buy a SiriusXM-equipped vehicle, regardless of manufacturer.

"SiriusXM's extensive audio entertainment offering is a tremendous value add for consumers shopping for pre-owned vehicles. With our integration, NetLook Field Service Reps quickly use the SiriusXM radio pre-activation process to their workflow on dealership lots, which seamlessly enables dealers to offer SiriusXM's trial subscription to their customers. The best part for our dealer clients is that the SiriusXM Radio Refresh Service is included in our services package for no additional cost," said Chris Tennant, NetLook VP of Sales and Marketing.

"Drivers love having SiriusXM along for the ride and it is an important feature for them when they buy a new or pre-owned car," said Andrea Weidman, Vice President, Auto Remarketing for SiriusXM. "We're very pleased to work with NetLook to make the process of activating SiriusXM on vehicles easier for dealers, so they can showcase the benefits of SiriusXM for their customers."

The SiriusXM Platinum Plan is SiriusXM's most extensive offering and includes Howard Stern's two exclusive channels, live games and events from every major professional sport, as well as hundreds of college games, an unparalleled selection of ad-free music channels covering every genre, plus entertainment, news, comedy and more. SiriusXM Platinum also gives listeners the ability to tune in to SiriusXM programming outside the vehicle, on the SXM App, and on connected devices in the home.

For more information on the SiriusXM Pre-Owned Program please visit:
<http://www.siriusxmdealerprograms.com>.

About NetLook

NetLook's core philosophy for its entire history has been to generate premium quality solutions to help our clients win the hearts and minds of their shoppers from their very first impression. This simple philosophy has never been more relevant than in today's marketplace where people want to be able to make an informed decision from the comfort of their homes. NetLook engineers solutions to engage customers with the right message and the right visuals at the right moment in their life and vehicle ownership cycle. NetLook delivers on the promise to help our dealer partners earn a loyal customer for life through the delivery of well timed, simple, honest, and engaging content.

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 organization, which operates as 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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