

September 17, 2015



SiriusXM Announces Exclusive Programming Celebrating Hispanic Heritage Month

International rock band Mana takes over SiriusXM's Caliente channel to present "Mana Radio"

NEW YORK, Sept. 17, 2015 /PRNewswire/ -- SiriusXM today announced its exclusive programming in celebration of Hispanic Heritage Month.



The exclusive month-long programming will air across multiple SiriusXM channels and feature specials, interviews and performances by some of today's most top, iconic and influential Latin artists.

Superstar Latin rock band Mana will take over SiriusXM's Caliente channel to host *Mana Radio*, featuring classic Mana songs, as well as songs from their most recent album, *Cama Incendiada*. The weekend take-over is hosted by band members Fher Olvera, Juan Calleros, Alex Gonzalez, and Sergio Vallin talking about their music and influences and will include a rebroadcast of "SiriusXM's Town Hall with Mana."

Mana's takeover will be broadcast starting on Saturday, September 19 at 9:00 am ET and will air through Sunday, September 20 via satellite on Caliente, Sirius channel 69, XM channel 158 and through the SiriusXM App on smartphones and other connected devices, as well as online at siriusxm.com.

Additional Hispanic Heritage Month programming will include:

Caliente Sirius channel 69, XM channel 158:

The tropical music channel will air an interview and performance with reggaeton stars Baby Rasta & Gringo; an interview with music sensation Nicky Jam and an exclusive in studio performance from pop legend Jose Luis Rodriguez, "El Puma." Begins Saturday, September 19 at 9:00 am ET.

Aguila channel 305:

A special SiriusXM "Iconos" broadcast with Norteno stars, Los Rieleros del Norte, including an exclusive in studio performance; special interviews and performances by Capitanes de Ojinaga German Montero and Saul "El Jaguar"; El Kumbiation with special guest host Americo and a special guest DJ with Conjunto Atardecer.

Caricia channel 306:

The classic ballads channel will broadcast a special SiriusXM "Iconos" with Jose Luis Rodriguez, "El Puma," including an exclusive SiriusXM studio performance on the first weekend of the month-long celebration. Additionally the channel will dedicate the other three weekends to the most emblematic music of a past decade – the 60s, 70s, and 80s. Begins Friday, September 18 at 12:00 pm ET.

Viva channel 307:

The contemporary pop channel will feature guest DJs from Latin Grammy winning artists Chino y Nacho and ChocQuib Town, to Sofia Reyes and Ximena Sarinana. Begins Friday, September 18 at 4:00 pm ET.

Latidos channel 764:

The contemporary Ballad channel will give listeners the chance to hear Latin Grammy award winning artist Alejandro Sanz guest DJ, as well as Fabulosos Cadillacs' former lead singer, Vicentico, share their favorite romantic songs of all time. Begins Friday, September 25 at 2:00 pm ET.

Flow Nacion channel 765:

Hear guest DJ specials with reggaeton stars, Nicky Jam, Jory Boy, Maluma and Zion y Lennox as they share songs from their musical influences. Airls every Friday during Hispanic Heritage Month; begins September 18 at 8:00 pm ET.

La Kueva channel 768:

SiriusXM's rock en espanol and alternative channel features interviews and performances with Puerto Rican reggae roots Latino group, Cultura Profetica, Torreblanca, Rodrigo Solo, Diamante Electrico and Los Autenticos Decadentes. Begins Friday, September 18 at 6:00 pm ET.

Rumbon channel 767:

SiriusXM's channel for classic salsa lovers dedicates each weekend to non-stop music by a different, celebrated salsa singer including Ruben Blades, Fania All Stars, Hector Lavoe, Celia Cruz, and Willie Colon. Begins Saturday, September 19 at midnight ET.

SiriusXM's Hispanic Heritage Month programming is available via satellite and through the SiriusXM Internet Radio App for smartphones and mobile devices.

The SiriusXM Latino channel lineup features eight exclusive commercial-free music channels covering a wide variety of music genres, including **Caliente** (tropical, Sirius channel 69, XM channel 158), **Rumbon** (classic salsa, channel 767), **Flow Nacion** (Latin hip-hop and Reggaeton, channel 765), **La Kueva** (rock en espanol, channel 768), **Viva** (contemporary pop, channel 307), **Aguila** (regional Mexican, channel 305), **Caricia** (classic ballads in English and Spanish, channel 306), **Latidos** (romantic love songs from the 90s to today, channel 764) and more.

For more information and to try SiriusXM for 30-days, please visit siriusxm.com.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 28.4 million subscribers. SiriusXM creates and broadcasts commercial-

free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S. and on smartphones and other connected devices as well as online at siriusxm.com. SiriusXM radios and accessories are available from retailers nationwide and at shop.siriusxm.com. SiriusXM also provides premium traffic, weather, data and information services for subscribers in cars, trucks, RVs, boats and aircraft through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™, SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, and XMWX Marine™. SiriusXM holds a minority interest in SiriusXM Canada which has more than 2 million subscribers. SiriusXM is also a leading provider of connected vehicles services to major automakers, giving customers access to a suite of safety, security, and convenience services including automatic crash notification, stolen vehicle recovery assistance, enhanced roadside assistance and turn-by-turn navigation.

On social media, join the SiriusXM community on [Facebook](https://www.facebook.com/SiriusXM), [Twitter](https://twitter.com/SiriusXM), [Instagram](https://www.instagram.com/SiriusXM), and [YouTube](https://www.youtube.com/SiriusXM). To view and download SiriusXM logos and artwork, please visit SiriusXM.com/LogosAndPhotos.

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 may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our competitive position versus other radio and audio service providers; our ability to attract and retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; changes in consumer protection laws and their enforcement; the security of the personal information about our customers; other existing or future government laws and regulations could harm our business; failure of our satellites would significantly damage our business; the interruption or failure of our information technology and communications systems; royalties we pay for music rights, which increase over time; the unfavorable outcome of pending or future litigation; our failure to realize benefits of acquisitions or other strategic initiatives; rapid technological and industry changes; failure of third parties to perform; failure to comply with FCC requirements; modifications to our business plans; our indebtedness; and our principal stockholder has significant influence over our management and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock. 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, 2014, 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.

P-SIRI

Media Contact:

Michelle Dominguez

SiriusXM

212 901 6792

michelle.dominguez@siriusxm.com

Logo - <https://photos.prnewswire.com/prnh/20101014/NY82093LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/siriusxm-announces-exclusive-programming-celebrating-hispanic-heritage-month-300144946.html>

SOURCE Sirius XM Holdings Inc.