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## SiriusXM Announces Coverage for 2015 NBA Playoffs

**Listeners nationwide get live play-by-play of every playoff game plus daily talk and analysis on SiriusXM NBA Radio**

NEW YORK, April 16, 2015 /PRNewswire/ -- SiriusXM will offer comprehensive coverage of the 2015 NBA Playoffs, featuring live play-by-play of every game, plus daily programming on the [SiriusXM NBA Radio](#) channel.



Throughout the playoffs, which will tip off on Saturday, April 18, subscribers will get live play-by-play broadcasts of every postseason game through the Finals on their satellite radios, on the SiriusXM app, and online at SiriusXM.com. Visit [www.SiriusXM.com/NBASchedule](http://www.SiriusXM.com/NBASchedule) for channel listings.

Between games, SiriusXM NBA Radio (Sirius channel 207, XM channel 86 and on the SiriusXM app) will offer fans the best daily talk and analysis available on radio. The channel's roster of analysts features several former players and coaches including Mike Dunleavy, Sr., Malik Rose, Nancy Lieberman, Stacey King, Eddie Johnson, Antonio Davis, Jerry Stackhouse, Vinny Del Negro, Rick Mahorn, Brian Scalabrine and Mateen Cleaves.

On Friday, April 17, the day before the postseason tips off, listeners can tune in to a special *NBA Playoff Preview* show, airing from 6:00 to 8:00 pm ET. Hosts Malik Rose, Eddie Johnson, Frank Isola, Mitch Lawrence and Brian Geltzeiler will break down every series and pick their favorites to win each round.

Starting on Monday, April 20, SiriusXM NBA Radio will offer a special post game show airing immediately after the last game of the night. A rotating group of hosts - that will include Malik Rose, Eddie Johnson, Gerald Brown, Howie Cowart, Joel Meyers and Brian Geltzeiler - will recap the night's results and invite fans around the country to call in to the show to react to the games.

"As we approach what will be one of the most anticipated and competitive NBA postseasons in years, we're excited to deliver to our subscribers the most comprehensive NBA programming available on radio," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "With live access to every game and exclusive analysis from a remarkable roster of talent on SiriusXM NBA Radio, our listeners get an extraordinary level of coverage, in their cars, at home or on their mobile devices."

In addition, during the lead-up to the 2015 NBA Finals, [SiriusXM On Demand](#) will feature a collection of classic NBA championship games. Starting on May 11, subscribers will have access to the full play-by-play broadcasts of the deciding games from several series dating back to the 1990s. Listeners will be able to re-experience memorable NBA moments that include Michael Jordan's game-winner against the Utah Jazz in 1998, LeBron James' first NBA Championship with the Miami Heat, the Lakers-Celtics Game 7 in 2010, and more.

SiriusXM NBA Radio brings fans closer to the game with 24 hour coverage of the sport, 365 days a year. The channel showcases a daily schedule of NBA-focused news and talk, expert analysis, and interviews with the biggest names in the game. Follow the channel on Twitter [@SiriusXMNBA](#).

### **About SiriusXM**

[Sirius XM Holdings Inc.](#) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 27.3 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](#), [Twitter](#), [Instagram](#), and [YouTube](#).

*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.*

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