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SiriusXM Launches New Music Channels

New, expertly-curated Pop, Rock and Hip-Hop/R&B music channels launch on August 13

NEW YORK, Aug. 13, 2015 /PRNewswire/ -- SiriusXM announced today that it has launched four new music channels that will further expand the range and depth of the company's industry leading line-up of commercial-free music channels.



The new channels will feature expertly-curated music in the Pop, Rock and Hip-Hop/R&B genres.

The introduction of these innovative new channels is consistent with SiriusXM's track record of developing unique formats not heard on traditional broadcast radio, such as The Coffee House, Lithium, Chill, Pop2k, Y2Kountry and Faction.

"Our lineup of commercial-free music channels continues to evolve to meet the changing tastes of our growing subscriber base and to satisfy the next generation of core subscribers," said Steve Blatter, Senior Vice President and General Manager, Music Programming, SiriusXM. "Building on our success at delivering an unmatched curated listening experience, several of the new channels feature music and artists from a period when many of our subscribers first connected with this music. These new and innovative radio formats make our broad range of music channels stronger than ever."

Velvet (channel 13): Today's top contemporary pop vocalists showcasing artists like Adele, Beyoncé, Sam Smith, Idina Menzel, John Legend and Adam Lambert. Velvet will launch with special guest DJ sessions with Idina Menzel, Josh Groban and Adam Lambert.

FLY (channel 47): Hip-Hop and R&B from the '90s and 2000s featuring artists like Jay-Z, Destiny's Child, Outkast, Mary J. Blige, P. Diddy and Missy Elliot. Fly will launch with a special guest DJ sessions hosted by R. Kelly, Warren G. and Nelly.

Turbo (channel 314): Hard Rock music from the '90s and 2000s featuring artists such as Linkin Park, Korn, Papa Roach, Godsmack and System Of A Down.

Poptropolis (channel 300): Pop hits from the '80s through 2000s featuring artists such as Michael Jackson, Madonna, George Michael, Alanis Morissette, Pink and Kelly Clarkson.

Additionally, SiriusXM will launch Limited Edition, channel 18, on August 13—which will be the home for SiriusXM's exclusive, limited-run channels. SiriusXM's Road Trip Radio, the limited-run channel featuring summer driving tunes—a mix of music from all genres and eras

—will be available on SiriusXM's Limited Edition beginning August 13.

The channels, available on satellite will also be available through the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at siriusxm.com.

For more information on SiriusXM, please visit www.siriusxm.com.

About SiriusXM

[Sirius XM Holdings Inc.](http://SiriusXMHoldingsInc.com) (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](http://SiriusXMCanada.com) 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.

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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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