

September 10, 2015



The Red Arrow Diner, a New Hampshire Political Institution, to Be a Broadcast Center for SiriusXM during the First Presidential Primary

Famous campaign stop will be renamed the "SiriusXM Red Arrow Diner" for New Hampshire Primary

NEW YORK, Sept. 10, 2015 /PRNewswire/ -- Today SiriusXM announced that it will take over the iconic Red Arrow Diner in New Hampshire for a two-day event beginning the day before the first primary, which is currently scheduled for February 9th. The flagship Manchester location – a go-to place for presidential candidates on the campaign trail – will be renamed the "SiriusXM Red Arrow Diner" and be a broadcast home for SiriusXM political channels, including Patriot (125) and Progress (127).



In addition to offering presidential candidates from both sides of the aisle a chance to break both news and bread, the SiriusXM political team will provide insight into the key moments of the campaign, before locals cast their ballots. SiriusXM will also welcome "everyday" New Hampshire citizens and visitors into the diner, allowing them a chance to hear directly from the presidential hopefuls about the issues that matter most to them.

As part of this Red Arrow takeover event, SiriusXM listeners will have the opportunity to participate in vibrant political discussions during live broadcasts with SiriusXM talk hosts and their special guests. Listeners in attendance will also be treated to a complimentary meal selected from a specially-designed "SiriusXM Red Arrow Diner New Hampshire Primary

Menu."

"The atmosphere at The Red Arrow Diner represents the very spirit of New Hampshire politics," said Dave Gorab, Vice President and General Manager, Talk Programming for SiriusXM. "Over bacon, eggs, and politics, SiriusXM listeners coast to coast will feel the energy and excitement of the New Hampshire primary firsthand."

"We look forward to having our loyal customers join us at 'The SiriusXM Red Arrow Diner' during the New Hampshire primary as SiriusXM brings its diverse array of political programming to our classic diner," said Carol Lawrence, President of the Red Arrow Diner. "We're excited to open our doors, create a special menu, and even invite SiriusXM hosts to step behind the griddle and prepare breakfast for a fan or two!"

SiriusXM will announce program schedules and times in early 2016.

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

About SiriusXM

[Sirius XM Holdings Inc.](http://siriusxm.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://siriusxm.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.

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.

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Media Contact for SiriusXM:

Danielle Lynn

212.584.5329

danielle.lynn@siriusxm.com



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