

January 11, 2018



Barstool Radio Channel Launches on SiriusXM January 17

24/7 channel will be available to fans nationwide in the car, at home and on the SiriusXM app

Daily lineup will feature exclusive live call-in shows hosted by 'El Presidente' Dave Portnoy, Kevin 'KFC' Clancy, Dan 'Big Cat' Katz, Pat McAfee and others

NEW YORK, Jan. 11, 2018 /PRNewswire/ -- Barstool Radio, the new 24/7 channel available exclusively on SiriusXM, will launch on Wednesday, January 17, as the radio home for Barstool's funny, irreverent and unfiltered approach to covering sports, men's lifestyle, popular culture and more. Subscribers nationwide can tune in to Barstool Radio on SiriusXM on satellite radios (Power 85) and on the SiriusXM app.



Barstool Radio on SiriusXM will feature a full schedule of live original Barstool programming every weekday, plus select content from Barstool's popular lineup of podcasts including *Pardon My Take*, *Laces Out*, *KFC Radio*, *I Am Rapaport* and others, giving listeners access to Barstool's brand of entertainment around the clock.

Listeners will hear exclusive call-in shows that include: *The Barstool Radio Show* with Dave Portnoy and Kevin "KFC" Clancy (weekdays, 4:00-6:00 pm ET/1:00-3:00 pm PT), *The Heartland Radio Show with Pat McAfee* with former NFL punter Pat McAfee (weekdays, 10:00 am-1:00 pm ET/7:00-10:00 am PT), *The Evening Yak* hosted by Dan "Big Cat" Katz (weekdays, 6:00-7:00 pm ET/3:00-4:00 pm PT) and others.

"We're excited to launch our Barstool channel," said Barstool Sports Founder Dave Portnoy. "It's been a wild ride to get to this point and this is another big step in our plan for total world domination."

"In today's crowded media landscape, Barstool stands out as a unique and compelling voice. SiriusXM's uncensored national platform is the perfect way for that voice to reach its growing fan base across the country," said Steve Cohen, SVP, Sports Programming for SiriusXM. "Live radio thrives on the kind of spontaneous and entertaining content that Barstool delivers every day. We don't know what they are going to say next, but Barstool Radio on SiriusXM will be the place to hear it live, and call in and talk about it."

SiriusXM subscribers with streaming access can also listen to SiriusXM's 200+ channels –

including Barstool Radio – at home on a wide variety of connected devices including smart TVs, Amazon Alexa devices, Apple TV, Sony PlayStation, Sonos speakers and more. Go to SiriusXM www.SiriusXM.com/AtHome to learn more.

About Barstool Sports

Barstool Sports is the leading face and era of comedy and a driving force in sports, entertainment and men's culture. Created in 2004, Barstool has generated a massive cult following of loyal fans across its blog, podcasts, video series, events and appearances. It is the fastest growing brand in social media for men ages 18-34 with a following of 12 million. Barstool and its personalities have launched over 17 hit podcasts including "Pardon My Take," "Fore Play," "The Rundown," "Zero Blog Thirty" and "Podfathers" and created the viral trends Saturdays Are for the Boys and RIP Harambe. Barstool has partnerships with Facebook and Snapchat where they air original shows "The Starting 9" and "Barstool 5th Year." For Super Bowl LI, Barstool made its television premiere on Comedy Central with "The Barstool Rundown: Live from Houston" which was the No. 1 show on late night television throughout its four day run. Known for its original takes and unfiltered view of most everything, Barstool Sports is the controversial brand that people love or love to hate.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has approximately 32.7 million subscribers. SiriusXM creates and offers commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment, and a wide-range of Latin music, sports and talk programming. SiriusXM is available in vehicles from every major car company and on smartphones and other connected devices as well as online at siriusxm.com. SiriusXM radios and accessories are available from retailers nationwide and online at SiriusXM. SiriusXM also provides premium traffic, weather, data and information services for subscribers through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™. SiriusXM delivers weather, data and information services to aircraft and boats through SiriusXM Aviation™ and SiriusXM Marine™. In addition, SiriusXM Music for Business provides commercial-free music to a variety of businesses. SiriusXM holds a minority interest in SiriusXM Canada which has approximately 2.8 million subscribers. SiriusXM is also a leading provider of connected vehicles services, 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.

To download SiriusXM logos and artwork, visit <http://www.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 and the timing of events may differ

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

The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our substantial competition, which is likely to increase over time; our ability to attract and retain subscribers, which is uncertain; interference to our service from wireless operations; consumer protection laws and their enforcement; unfavorable outcomes of pending or future litigation; the market for music rights, which is changing and subject to uncertainties; our dependence upon the auto industry; general economic conditions; the security of the personal information about our customers; 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; our failure to realize benefits of acquisitions or other strategic initiatives; rapid technological and industry changes; failure of third parties to perform; our failure to comply with FCC requirements; modifications to our business plan; our indebtedness; our principal stockholder has significant influence over our affairs and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock; impairment of our business by third-party intellectual property rights; and changes to our dividend policies which could occur at any time. 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, 2016, 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.

Source: SiriusXM

Media contacts:

Andrew FitzPatrick

SiriusXM

Andrew.Fitzpatrick@SiriusXM.com

ALISON BROD MARKETING + COMMUNICATIONS

212-230-1800

Barstool@AlisonBrodMC.com

 View original content with multimedia <http://www.prnewswire.com/news-releases/barstool-radio-channel-launches-on-siriusxm-january-17-300581679.html>

SOURCE Sirius XM Holdings Inc.