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SiriusXM and YouTube Announce New Country Music Feature

- **"YouTube Country Spotlight" on SiriusXM's The Highway channel to highlight breakout country songs trending on YouTube**
- **Latest collaboration between YouTube and SiriusXM builds on two weekly music shows that feature pop and EDM music trending on YouTube**
- **Kane Brown's "Used to Love You Sober" first song featured on SiriusXM's "YouTube Country Spotlight"**

NEW YORK, Nov. 19, 2015 /PRNewswire/ -- SiriusXM and YouTube today announced the launch of a new weekly radio feature highlighting a trending country song based on YouTube viewership data. The "YouTube Country Spotlight" will air on SiriusXM's The Highway channel as part of the channel's weekly *On The Horizon* show. This is the latest example of the shared goal of SiriusXM and YouTube to support emerging new music from developing artists.



Kane Brown's "Used to Love You Sober" will be the first song featured on SiriusXM's "YouTube Country Spotlight."

"YouTube's work with SiriusXM is helping even more artists reach even more fans. Starting the new YouTube Country Spotlight is a key way for us to raise the profile of our growing community of country music artists", says Vivien Lewit, Global Head of Artist Relations, YouTube.

"Collaborating with YouTube to offer SiriusXM listeners a country music feature based on YouTube data is a logical next step that builds on the great response to 'The YouTube 15' show on our SiriusXM Hits 1 channel, and the 'YouTube EDM 15' show on our BPM dance music channel," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "We are thrilled to team up once again with YouTube to launch this all new feature that highlights an emerging country song each week from the world's largest music video platform."

The "YouTube Country Spotlight" launches on Saturday, November 21 during *On the Horizon*, SiriusXM's weekly radio show featuring host Buzz Brainard playing the next big hits in country music. *On the Horizon* airs on Saturdays at 12:00 pm, and rebroadcast on

Saturdays at noon, 7:00 pm, 11:00 pm and Sundays at 4:00 am, 8:00 am, 12:00 pm, 4:00 pm, and 8:00 pm (all times Eastern) on The Highway, channel 56, and through the SiriusXM App on smartphones and other connected devices, as well as at <http://www.siriusxm.com/streaming>.

The Highway plays new country music. Listeners will hear music from Eric Church, Miranda Lambert, Jason Aldean, Blake Shelton, Luke Bryan and Carrie Underwood.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 29 million subscribers. SiriusXM creates and broadcasts 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 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 online at SiriusXM. SiriusXM also provides premium traffic, weather, data and information services for subscribers in cars, trucks, and RVs through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™. SiriusXM delivers critical weather, data and information services to aircraft and boats through SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, XMWX Weather, and XMWX 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 more than 2.6 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.

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 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.

Source: SiriusXM

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