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AutoManager Provides Seamless Integration of SiriusXM's Pre-Owned Vehicle Program into Its Dealer Management Products

NEW YORK, March 27, 2014 /PRNewswire/ -- SiriusXM today announced that it is now working with AutoManager, which has 4,600 auto dealers using its dealer management products, to easily enroll independent and franchise dealers to participate in the SiriusXM Pre-Owned Vehicle Program.



Auto dealerships utilizing AutoManager's DeskManager and WebManager products can enroll in the SiriusXM Pre-Owned Vehicle Program so they can demonstrate SiriusXM during test drives. Customers purchasing any pre-owned vehicle with a factory-installed satellite radio receive a three-month SiriusXM subscription.

"We are excited to work with AutoManager to give their dealers easy access to the SiriusXM Pre-owned Vehicle Program," said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing and Retail Sales, SiriusXM. "Independent and franchise dealers newly enrolling in the SiriusXM Pre-Owned Vehicle Program will join more than 11,500 auto dealers across the country already participating in the program."

"AutoManager provides a complete dealership management system that simplifies daily tasks so dealers can focus on selling vehicles, and we are thrilled to give auto dealers the ability to participate in the SiriusXM Pre-Owned Vehicle Program," said Kami Tafreshi, Chief Executive Officer, AutoManager. "Integrating the SiriusXM Pre-Owned Vehicle Program into our dealer management system allows AutoManager dealers to easily provide pre-owned customers with a three-month subscription to SiriusXM's unparalleled programming."

The integration of the SiriusXM Pre-Owned Vehicle Program within AutoManager's dealer management products, including its mobile application, allows participating dealers to easily identify and activate vehicles equipped with SiriusXM. For more information on AutoManager, please visit www.automanager.com.

For more information on the SiriusXM Pre-Owned Vehicle Program, please visit www.siriusxmdealerprograms.com or email siriusxmdealerprograms@siriusxm.com.

About SiriusXM

[Sirius XM Holdings Inc.](#) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 25.6 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 from retailers nationwide as well as at shop.siriusxm.com. SiriusXM programming is available through the [SiriusXM Internet Radio](#) App for smartphones and other connected devices as well as online at 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.

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 entertainment providers; our ability to attract and retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; failure of our satellites, which, in most cases, are not insured; the interruption or failure of our information and communications systems; the security of the personal information about our customers; 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; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; failure to comply with FCC requirements and other government regulations; and our indebtedness. 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, 2013, 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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