

August 14, 2017



SiriusXM Names Mike Connolly Head of Advertising Sales

Veteran media executive will oversee ad sales efforts across SiriusXM channels

SiriusXM ad sales team has driven double-digit revenue growth annually six of last seven years

NEW YORK, Aug. 14, 2017 /PRNewswire/ -- SiriusXM announced today that veteran media executive Mike Connolly has joined the company as its new head of advertising sales. Connolly will oversee SiriusXM's ad sales efforts across its wide-ranging lineup of channels that take advertising, which includes entertainment, news, comedy and sports. He will report to Scott Greenstein, SiriusXM's President and Chief Content Officer.



Connolly, 57, comes to SiriusXM from ESPN, where for the last eight years he had been Vice President of Advertising Sales and Affiliate Sales for ESPN Audio Network, leading efforts to generate ad revenue through ESPN's array of audio content across all its national platforms as well as overseeing station relations for its 500+ affiliates. He brings broad experience working with varied on-air audio content in his three decades in media sales. Prior to joining ESPN he served as Senior Vice President of Ad Sales for both Citadel

Communications and ABC Radio Networks.

"I've been a longtime listener of SiriusXM content and have always been a huge fan," said Connolly. "A vast majority of my career has been in radio sales so the opportunity to lead the sales effort at SiriusXM is a dream come true."

"Mike is a proven ad industry executive and we are excited to have him lead SiriusXM's ad sales team and continue its strong sustained growth," said Greenstein. "Mike's extensive experience in audio entertainment will be of crucial importance to SiriusXM as our programming depth and variety expand and the national audience of subscribers and listeners continues to rise."

Connolly succeeds Bette Rockmore as the head of SiriusXM's ad sales team. Rockmore, who has run SiriusXM's ad sales efforts since 2009, is moving into a teaching role at Pace University. During Rockmore's tenure, SiriusXM has seen remarkable ad sales growth, with a double-digit percentage increase in total ad sales revenue year over year for six of the last seven years. Rockmore will assist in the transition and continue to work with SiriusXM as a consultant.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has more than 32 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 for SiriusXM:

Patrick Reilly
SVP, Corporate Communications
212-901-6646
Patrick.Reilly@SiriusXM.com

Andrew FitzPatrick
VP, Corporate Communications
212-901-6693
Andrew.FitzPatrick@SiriusXM.com



View original content with multimedia: <http://www.prnewswire.com/news-releases/siriusxm-names-mike-connelly-head-of-advertising-sales-300503597.html>

SOURCE Sirius XM Holdings Inc.