

November 2, 2017



# SiriusXM to Launch "The Billy Graham Channel"

**In celebration of Billy Graham's 99th birthday, "The Billy Graham Channel" will air starting November 6**

**Limited-run channel to showcase Christian pastor's most inspiring sermons and uplifting messages**

NEW YORK, Nov. 2, 2017 /PRNewswire/ -- SiriusXM announced today the launch of "The Billy Graham Channel," a limited-run channel headlined by world-renowned Christian evangelist, Billy Graham, founder of the Billy Graham Evangelistic Association.



"The Billy Graham Channel" will debut on Monday, November 6 at 12:00 am ET through Friday, November 17 at 11:59:59 pm ET on channel 145 on satellite and via streaming.

Launching in celebration of the acclaimed preacher's 99<sup>th</sup> birthday, SiriusXM listeners nationwide will have access to the preacher's timeless, inspiring messages from his seven decades of ministry.

"On November 7, Billy Graham celebrates his 99th birthday and we, along with SiriusXM, thought a channel featuring some of Mr. Graham's most memorable messages would be a fitting way to mark the occasion. 'The Billy Graham Channel' is the kind of gift Mr. Graham would greatly appreciate: it helps point others to the hope found in Jesus Christ," said Jim Kirkland, Executive Director of Audio Media, the Billy Graham Evangelistic Association.

"Billy Graham has inspired millions of Americans with his uplifting messages of hope, courage, love, and forgiveness," said Dave Gorab, Vice President and General Manager, Talk Programming, SiriusXM. "We are honored to be part of Billy Graham's 99<sup>th</sup> birthday celebration by bringing this limited engagement channel to SiriusXM listeners coast to coast."

In addition to the catalog of Graham's motivational messages and sermons, "The Billy Graham Channel" will also include personal reflections on the pastor's life by family and friends including Billy Graham's son, Franklin Graham, and his daughter, Anne Graham Lotz. The channel will also showcase remarks from Presidents Jimmy Carter, Ronald Reagan, George H.W. Bush, Bill Clinton, and George W. Bush.

Born in 1918, evangelist [Billy Graham](#) has preached the Gospel to nearly 215 million people

in more than 185 countries and territories. Since the 1949 Los Angeles Crusade that vaulted Mr. Graham into the public eye, he has led hundreds of thousands to make personal decisions to live for Christ, which is the main mission of his ministry.

### **About The Billy Graham Evangelistic Association**

The Billy Graham Evangelistic Association ([BGEA](#)), based in Charlotte, N.C., was formed in 1950 to carry the message of Jesus Christ throughout the world by every effective means available. The BGEA's audio ministry, Billy Graham Radio, accomplishes that mission by producing a number of online and broadcast programs. The newest program in the ministry's line-up is *GPS: God. People. Stories*. Each weekly GPS podcast features an inspiring story of how God has worked in someone's life. *Decision Minute* is a one-minute feature that airs on more than 600 radio stations. To listen to the programs, visit [www.billygraham.org/radio](http://www.billygraham.org/radio).

The BGEA's other ministry endeavors include: large-scale festivals led by Franklin Graham and Will Graham; The Billy Graham Library; the Billy Graham Training Center at The Cove, located outside of Asheville, N.C.; [SearchforJesus.net](#), an Internet evangelism project reaching thousands of people for Christ online; and many others through print, television, telephone and Internet.

### **About SiriusXM**

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has approximately 32.2 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](http://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.*

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