

January 17, 2018



# SiriusXM to Launch "Women In Trucking" Show

**Hosted by Ellen Voie, President and CEO of "The Women In Trucking Association," exclusive weekly show to launch January 20**

**Live, call-in show will broadcast on SiriusXM's Road Dog channel 146**

NEW YORK, Jan. 17, 2018 /PRNewswire/ -- SiriusXM announced today the launch of *Women In Trucking*, a live, call-in show airing exclusively on SiriusXM Road Dog channel 146. The weekly, two-hour show will premiere on Saturday, January 20 at 11:00 am ET.



Hosted by Ellen Voie, SiriusXM's *Women In Trucking* will feature listener call-ins and interviews with professionals from the trucking industry - from drivers, technicians, and engineers to transportation CEOs and dispatchers - sharing their stories of the challenges and opportunities of the open road.

*Women In Trucking*, a show geared towards men and women listeners, will also address gender diversity issues pushing for more women to join its ranks. With women making up 7% of the trucking industry workforce, SiriusXM's *Women In Trucking* will help promote the employment of more women by identifying and removing the obstacles that keep them from entering the field.

"I am excited to host *Women In Trucking* and to hear from SiriusXM listeners across the country," said Ellen Voie. "I look forward to hearing from both male and female drivers to open up a bold new dialogue about our industry and how we can move forward together."

"We welcome Ellen Voie and our first, exclusive program dedicated to women in trucking," said Dave Gorab, Vice President and General Manager of Talk Programming, SiriusXM. "At a time when women are increasingly joining the trucking industry, we are pleased to bring Ellen's expertise and authoritative voice to our fulltime channel dedicated to professional drivers."

Ellen Voie is President and CEO of The Women In Trucking Association. She was at Schneider, Inc., and served as the Executive Director of Trucker Buddy International, Inc. She has been honored by the White House as a "Transportation Innovators Champion of Change" and in 2016, she was chosen as one of Fleet Owner's Dozen Outstanding Women In Trucking. In 2017, Voie was named to Insight Success Magazine's "The 30 Most Inspirational Leaders in Business." She serves on the Board of Directors of the Wisconsin

Motor Carrier Association and is a member of the Wisconsin DOT's Motor Carrier Advisory Committee. Voie is the recipient of the *Skinner Humanitarian Award* and the *Frank W. Babbitt Award* from the Wisconsin Motor Carriers Association, an annual recognition given for outstanding service to the trucking industry and association as a whole. Voie has worked as a dispatcher, a transportation consultant and has written extensively about trucking and family issues publishing *Marriage in the Long Run*, a collection of some of her most popular columns and *Crushing Cones*. She also created a workbook for professional drivers and their families which assists the driver's family in coping with the time and distance apart. She holds a B.A. and a Master's Degree in Communications. She lives in Wisconsin.

SiriusXM subscribers can hear Road Dog programming via SiriusXM On Demand, through the SiriusXM app on smartphones and other connected devices, as well as online at [www.siriusxm.com/player](http://www.siriusxm.com/player).

SiriusXM's 200+ channels – including SiriusXM's Road Dog channel – are also available for streaming to SiriusXM subscribers nationwide with Amazon Alexa. Go to [www.SiriusXM.com/AmazonAlexa](http://www.SiriusXM.com/AmazonAlexa) to learn more.

### **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](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.*


**Source: SiriusXM**

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