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SiriusXM to Provide Comprehensive Coverage of the 2018 PGA Merchandise Show

More than 32 hours of programming on SiriusXM PGA TOUR Radio brings listeners inside the exclusive global golf event in Orlando

Acclaimed PGA Professional Eden Foster debuts new SiriusXM show focusing on youth golf instruction

PGA of America Vice President Suzy Whaley moderates SiriusXM's "Teachers Town Hall" with Michael Breed, Debbie Doniger, Hank Haney, David Leadbetter, Jim McLean and Larry Rinker

PGA of America CEO Pete Bevacqua hosts "State of the Game" special with Hall of Fame coach Lou Holtz

NEW YORK, Jan. 22, 2018 /PRNewswire/ -- SiriusXM today announced its comprehensive programming lineup for the 65th PGA Merchandise Show, the golf industry's premier annual event, (January 23-26) in Orlando, Florida. SiriusXM PGA TOUR Radio, SiriusXM's exclusive 24/7 golf channel, will air more than 32 hours of coverage from the PGA Show Demo Day at the Orange County National Golf Center and PGA Merchandise Show at the Orange County Convention Center, giving listeners special access to one of the biggest events on the golf calendar that is otherwise not open to the public.



The SiriusXM PGA TOUR Radio channel is available to listeners nationwide on satellite radios (Sirius channel 208, XM channel 92) and on the SiriusXM app. For more info on the channel go to www.SiriusXM.com/SiriusXMPGATOURRadio.

SiriusXM's schedule from Orlando will feature the debut of a new monthly show hosted by PGA Professional **Eden Foster**, the acclaimed head pro at Maidstone Club in New York and one of *Golf* magazine's "Top 100 Teachers in America." Foster will host the premiere episode of *Foster the Future* from the SiriusXM set at the Orlando County Convention Center on Wednesday, January 24 at 11:00 a.m. ET. His show will address teaching at all levels of the game, with a special focus on youth players, including those in the early stages of the game as well as junior players who aspire to play at a collegiate level. The premiere episode will air on Wednesday, January 31 at 4:00 p.m. ET.

SiriusXM's annual "Teachers Town Hall" will take place on the PGA Forum Stage at the Convention Center on Wednesday, January 24 at 12:00 p.m. ET. It will be hosted by PGA of America Vice President **Suzy Whaley**, who will become the PGA of America's first female president later this year. Joining Whaley on stage as panelists will be several of the game's most prominent PGA and LPGA Instructors who are also regular SiriusXM hosts – **Michael Breed, Debbie Doniger, Hank Haney, David Leadbetter, Jim McLean** and **Larry Rinker**. The show will air nationwide on SiriusXM PGA TOUR Radio on Wednesday at 4:00 p.m. ET.

On Thursday, January 25 at 12:00 p.m. ET, PGA of America CEO **Pete Bevacqua** will host a special edition of his SiriusXM show, *State of the Game*, from the PGA Forum Stage, where he will be joined by avid golfer and Hall of Fame college football coach **Lou Holtz**. The show will be recorded and will air nationwide on SiriusXM PGA TOUR Radio on Saturday at 12:00 p.m. ET.

SiriusXM's set during the PGA Merchandise Show will also showcase live shows hosted by some of the most enlightening and entertaining voices in golf including Michael Breed, Brian Crowell, Frank Darby, Bob Ford, Hank Haney, Brian Katrek, John Maginnes, Carl Paulson, Bill Price, Ben Shear, Chris Voshall and Taylor Zarzour.

"The PGA Merchandise Show is always an anticipated and exciting event for the golfing world, and we look forward to giving our listeners another excellent week of programming," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "SiriusXM's roster of hosts and their guests will share their unparalleled insights into the industry's trends for instruction, equipment, fashion and more. We are also thrilled to welcome Eden Foster to that roster. Eden is one of the game's foremost instructors and adds another terrific teaching voice to the channel that brings an important focus on youth golf."

SiriusXM PGA TOUR Radio Schedule from the PGA Merchandise Show. (All times ET)

Tuesday, Jan. 23 – PGA Show Demo Day

- 8 a.m. – 10 a.m.: *A New Breed of Golf* with Michael Breed (live)
- 12 p.m. – 2 p.m.: *Inside the Ropes* with Carl Paulson and Dennis Paulson (live)
- 2 p.m. – 3 p.m.: *On Course* with Frank Darby and Brian Crowell (live)
- 3 p.m. – 4 p.m.: *Moment of Impact* with Bill Price and Chris Voshall (live)
- 4 p.m. – 5 p.m.: *The Golfers Edge* with Debbie Doniger and Ben Shear (live)
- 5 p.m. – 7 p.m.: *Katrek and Maginnes On Tap* with Brian Katrek and John Maginnes (live)

Wednesday, Jan. 24 – PGA Merchandise Show

- 8 a.m. – 10 a.m.: *A New Breed of Golf* with Michael Breed (live)
- 10 a.m. – 12 p.m.: *Hank Haney Golf Radio* with Hank Haney (live)
- 11 a.m. – 12 p.m.: *Foster the Future* with Eden Foster
- 12 p.m. – 1 p.m.: *SiriusXM's Teachers Town Hall* with Michael Breed, Hank Haney, David Leadbetter, Jim McLean and Larry Rinker, hosted by Debbie Doniger (live on stage, taped for later airing)
- 12 p.m. – 2 p.m.: *Inside the Ropes* with Carl Paulson and Dennis Paulson (live)
- 2 p.m. – 3 p.m.: *The Fitting Room* with Nate Adelman and A.J. Voelpel (live)
- 2 p.m. – 3 p.m.: *On Course* with Frank Darby and Brian Crowell
- 3 p.m. – 4 p.m.: *Playing for Pride* with Bob Ford and Taylor Zarzour (live)
- 5 p.m. – 7 p.m.: *Katrek and Maginnes On Tap* with Brian Katrek and John Maginnes (live)

Thursday, Jan. 25 – PGA Merchandise Show

8 a.m. – 10 a.m.: *A New Breed of Golf* with Michael Breed (live)

10 a.m. – 12 p.m.: *Hank Haney Golf Radio* with Hank Haney (live)

12 p.m. – 1 p.m.: *State of the Game* with Pete Bevacqua and Lou Holtz (live on stage, taped for later airing)

12 p.m. – 1 p.m.: *Inside the Ropes* with Carl Paulson and Mark Calcavecchia (live)

2 p.m. – 4 p.m.: *Rinker's Golf Tips* with Larry Rinker

Friday, Jan. 26 – PGA Merchandise Show

8 a.m. – 10 a.m.: *A New Breed of Golf* with Michael Breed (live)

12 p.m. – 1 p.m.: *Inside the Ropes* with Carl Paulson and Mark Calcavecchia (live)

SiriusXM PGA TOUR Radio will also provide listeners live play by play of all four rounds of the Farmers Insurance Open (1:00 – 7:00 p.m. ET Thursday, Friday and Sunday; 2:00 – 7:00 p.m. ET Saturday). Leading into tournament coverage on Thursday and Friday, major winner Mark Calcavecchia and Carl Paulson will host a one hour pre-round special of *Inside the Ropes*.

SiriusXM subscribers with streaming access can also listen to SiriusXM's 200+ channels – including SiriusXM PGA TOUR Radio – at home on a wide variety of connected devices including smart TVs, Amazon Alexa devices, Apple TV, Sony PlayStation, Sonos speakers and more. Go to www.SiriusXM.com/AtHome to learn more.

About the PGA Merchandise Show

The 65th PGA Merchandise Show, held Jan. 23-26, 2018, in Orlando, will welcome some 1,000 top golf companies and brands and more than 40,000 industry professionals from around the world to the industry's annual global summit for the business of golf. The PGA Show Demo Day, the world's largest professional golf testing event, will be held on Tuesday, Jan. 23, at the Orange County National Golf Center. During PGA Show days, Jan. 24-26, at the Orange County Convention Center, PGA Professionals, retailers and industry leaders will uncover the latest trends, source the newest golf merchandise, test the latest equipment, learn proven business best practices, network among peers and move forward the business of the game. The PGA Merchandise Show is a trade-only event and is not open to the public.

Learn more at PGAShow.com and engage with us at: [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [LinkedIn](#)

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. 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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