

March 1, 2018



## **SiriusXM SEC Radio - 24/7 Channel Dedicated to Southeastern Conference - Launches March 5**

**Listeners get live play-by-play of every game of next week's SEC Men's Basketball Tournament**

**Channel will feature daily shows hosted by Marcus Spears, Chris Doering, Peter Burns, Chris Childers, SEC Network's Paul Finebaum, and others**

NEW YORK, March 1, 2018 /PRNewswire/ --**SiriusXM SEC Radio**, the exclusive new audio channel dedicated to SEC sports, will launch on Monday, March 5. The 24/7 channel, which was first announced last fall by the Southeastern Conference and SiriusXM, will deliver fans across the country in-depth and comprehensive access to SEC-focused sports talk and news, plus an extensive schedule of SEC games, including every game of next week's men's conference basketball tournament.



The new channel's programming lineup will feature exclusive new shows that will cover various sports and are hosted by former SEC athletes and conference insiders.

*SEC This Morning*, hosted by Peter Burns and former LSU All-American Marcus Spears, will

air live every weekday morning from 7:00 to 10:00 am ET. Chris Childers and University of Florida Hall of Famer Chris Doering will host the afternoon drive time show, *SEC Today*, every weekday from 3:00 to 6:00 pm ET. Listeners will hear a replay of SEC Network's popular *The Paul Finebaum Show* every weekday evening from 6:00 to 10:00 pm ET. Finebaum's show will continue to air live on ESPN Xtra, SiriusXM channel 81.

Additional hosts and analysts who will be a part of SiriusXM SEC Radio will include former Auburn head coach Gene Chizik; Senior Bowl Executive Director Phil Savage; former University of Georgia quarterback Aaron Murray; former Georgia lineman Matt Stinchcomb; and broadcasters Doug Bell and Braden Gall.

Listeners will also hear college coaches shows, press conferences, classic SEC game broadcasts, coverage of SEC Media Days, simulcasts of SEC Network programming, and more.

SiriusXM subscribers will be able to listen to SiriusXM SEC Radio on SiriusXM radios (channel 374), and those with streaming access can listen online, on-the-go with the SiriusXM mobile app and at home on a wide variety of connected devices including smart TVs, Amazon Alexa devices, Apple TV, PlayStation, Roku, Sonos speakers and more. Go to [www.SiriusXM.com/streaming](http://www.SiriusXM.com/streaming) to learn more.

SiriusXM SEC Radio will also feature live play-by-play broadcasts of several conference sports. Next week, subscribers can tune in to every game of the SEC men's conference basketball tournament on SiriusXM SEC Radio (channel 374), and also on ESPNU Radio on SiriusXM (channel 84).

Regularly scheduled programming on SiriusXM SEC Radio may be preempted at times for broadcasts of games or other conference events.

### **About the SEC**

A pioneer in the integration of higher education and athletic competition, the Southeastern Conference is a leader on the national landscape for intercollegiate athletics in the 21st century. Since its formation in 1933, the SEC has achieved stature and stability by designating governing/voting power to the presidents of the member institutions. These university leaders determine the policies of the conference and through the years this involvement has been the principal source of strength in the evolution of the SEC. Throughout its history, the SEC has provided leadership on the vital issues facing intercollegiate competition. Alabama, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Tennessee and Vanderbilt have been in the SEC since its formation in 1933. The league has expanded twice, adding Arkansas and South Carolina in 1991, then Missouri and Texas A&M in 2012.

### **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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