

March 27, 2018



LL COOL J Launches His Exclusive New SiriusXM Channel "Rock The Bells Radio" on March 28

"Rock the Bells Radio" will allow listeners to look at, and listen to, classic Hip-Hop through the lens of current culture

NEW YORK, March 27, 2018 /PRNewswire/ -- SiriusXM announced today that entertainment icon LL COOL J will launch his new SiriusXM classic Hip-Hop channel on March 28 entitled **LL COOL J's "Rock the Bells Radio."**



The channel will feature a wide range of classic hip-hop content, music, interviews and in-depth retrospectives curated and presented by LL, as well as other innovators of hip-hop music, including Ice Cube, Stetsasonic, Eric B. & Rakim, Snoop Dogg, Outkast, Kool Moe Dee, Public Enemy, A Tribe Called Quest, Ultramagnetic MCs, Too Short, Grandmaster Flash and the Furious Five, Canibus, Wu-Tang Clan, Run-DMC, Brand Nubian, De La Soul, Black Moon and Ice T.

"Rock the Bells Radio" is allowing its audience to look at and listen to classic Hip-Hop through the lens of our current culture and music.

LL says, "If you wanna be a fly on the wall in the world of Classic Hip-Hop, SiriusXM's 'Rock the Bells Radio' is for you. It's where fans can come and be immersed in the music, the culture, the energy and the history of Classic Hip-Hop." LL continues, "We're gonna have great artists, legendary artists, lyricists, superstars, sex symbols. This is the place to be if you want uncut, raw, pure, classic Hip-Hop, but there's one catch—it's strictly for O.G.'s."

To help launch the channel, a special invitation-only roller skating event will take place on Wednesday, March 28 at World of Wheels in Los Angeles. The "Rock the Bells Radio" launch will be hosted by LL COOL J along with the acclaimed DJ Z-Trip; a live broadcast of the event will air at 7pm PST/10pm EST on "Rock the Bells Radio" SiriusXM Channel 43!

"Rock the Bells Radio" is named after a combination of one of LL's hit tracks, "Rock the Bells," and the title of the groundbreaking, debut album it came from, "Radio." "Rock the Bells Radio" will air on channel 43, available on satellite radios, the SiriusXM app and other connected devices.

The channel logo for LL COOL J's "Rock the Bells Radio" was created by the acclaimed and influential American contemporary street artist, Shepard Fairey, famous for creating the iconic Barack Obama "Hope" poster during the 2008 presidential campaign.

"We couldn't be more excited that LL COOL J's "Rock the Bells Radio" channel will launch live from our special Los Angeles event. SiriusXM was at the forefront of the classic hip-hop format, and with LL on board, it makes the channel that much more compelling," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "With both the channel and this unique event, LL will be taking SiriusXM listeners on a hip-hop journey that can't be found anywhere else. For listeners looking for the origins and influences of today's burgeoning hip-hop culture, they need only turn to LL Cool J's "Rock the Bells Radio" to hear it. LL will make the channel feel as current and alive as today's music with stellar presentation, surprising programming choices, and new cuts from classic artists."

LL COOL J is an entertainment icon who has achieved great success crossing into multiple mediums. A Kennedy Center Honoree, two-time GRAMMY® Award winner, recording artist, actor, author, NAACP Image Award winner, entrepreneur and philanthropist, LL displays his wide range of talents with every project.

LL COOL J's "Rock the Bells Radio" is the latest SiriusXM channel created with iconic and leading artists, including Diplo's Revolution, Eminem's Shade 45, Bruce Springsteen's E Street Radio, The Beatles Channel, Jimmy Buffett's Radio Margaritaville, Garth Brooks' The Garth Channel, Willie Nelson's Willie's Roadhouse, Kenny Chesney's No Shoes Radio, Tom Petty Radio, Pearl Jam Radio, B.B. King's Bluesville, Elvis Radio, Siriusly Sinatra, and Ozzy Osbourne's Ozzy's Boneyard.

SiriusXM subscribers will be able to listen to LL Cool J's "Rock the Bells Radio," channel 43, on SiriusXM radios, 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 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. 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:

Tracy Zamot
Tracy.Zamot@SiriusXM.com

Carolina Dubon
Carolina.Dubon@SiriusXM.com



View original content with multimedia: <http://www.prnewswire.com/news-releases/ll-cool-j-launches-his-exclusive-new-siriusxm-channel-rock-the-bells-radio-on-march-28-300620162.html>

SOURCE Sirius XM Holdings Inc.