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Hallmark Channel and SiriusXM Kick Off "Countdown to Christmas" with Exclusive New Holiday Music Entertainment Channel

Hallmark Channel Radio, voiced by fan-favorite network star, Candace Cameron-Bure, to launch on November 1

NEW YORK, Oct. 23, 2018 /PRNewswire/ -- Hallmark Channel and SiriusXM announced today a new 24/7 holiday music channel, Hallmark Channel Radio, which is scheduled to launch on Thursday, November 1 in conjunction with the network's highly popular "Countdown to Christmas" programming event.



Hallmark Channel's 24/7 "Countdown to Christmas" initiative has become an annual holiday tradition for millions of viewers nationwide, while SiriusXM offers an extensive lineup of holiday music channels across an array of genres. This year Hallmark Channel and SiriusXM are joining forces to bring the warmth and joy of the season to listeners across the country with Hallmark Channel Radio.

SiriusXM's Hallmark Channel Radio will keep listeners in the holiday mood all day and all night with timeless Christmas carols and music introduced by top network talent including LeAnn Rimes, Holly Robinson Peete, Lacey Chabert, Danica McKellar, Kellie Pickler, and more. Hallmark Channel stars will also open up about their personal yuletide traditions, share their own favorite songs from the season, and take listeners behind the scenes of their new "Countdown to Christmas" movies.

Voiced by one of the network's most beloved stars, Candace Cameron-Bure, Hallmark Channel Radio will launch on Thursday, November 1 and will be accessible through December 29 via satellite on channel 70, through the SiriusXM app on smartphones and other connected devices, as well as online at siriusxm.com. Hallmark Channel's 2018 "Countdown to Christmas" begins October 26 and will feature an unprecedented 24/7 slate of 22 all new original holiday movies, as well as fan-favorites from years past.

SiriusXM offers people without a subscription the chance to sample SiriusXM's content on the SiriusXM app and the streaming web player at SiriusXM.com, seamlessly and without any registration requirements. Go to <https://siriusxm.us/2AVma2a> to tune in.

SiriusXM subscribers are able to listen to Hallmark Channel Radio (channel 70) 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 Hallmark Channel

Hallmark Channel, owned by Hallmark Cards, Inc., is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 86 million homes. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as "Good Witch," "When Calls the Heart" and "Chesapeake Shores"; annual specials including "Kitten Bowl" and "Hero Dog Awards"; and a daily, two-hour lifestyle show, "Home & Family." Additionally, Hallmark Channel is the exclusive home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers annual holiday programming franchises, including "Countdown to Christmas," "Countdown to Valentine's Day," "Summer Nights," "Fall Harvest" and "Winterfest." Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls" and "Frasier."

For more information, please visit www.crownmediapress.com

To visit the network website, please visit www.hallmarkchannel.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#)

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has approximately 33.5 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 2.6 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, 2017, 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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SOURCE Sirius XM Holdings Inc.