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Daddy Yankee to Answer Fan Questions for Exclusive SiriusXM "Town Hall" Special

"SiriusXM's Town Hall with Daddy Yankee" will showcase the Latin urban artist sharing details on his life and career in front of an intimate studio audience

NEW YORK, Nov. 13, 2014 /PRNewswire/ -- SiriusXM announced today that Daddy Yankee will sit down for an intimate Q&A session with an audience of SiriusXM listeners and fans for the SiriusXM "Town Hall" series on Friday, November 14.



"SiriusXM's Town Hall with Daddy Yankee" will feature the Latin urban singer and songwriter answering questions about his musical career, his upcoming projects, the genre and how he has seen it evolve since the launch of his *Barrio Fino* album, and much more.

"Daddy Yankee's talent and influence in Latin urban music is undeniable," said Trinity Colon, Vice President of Music Programming, SiriusXM. "Our 'Town Hall' will be fascinating for the lucky SiriusXM subscribers and fans who will have the opportunity to be in the room and talk with one of the genre's leading innovators as he discusses his musical career and future projects."

"SiriusXM's Town Hall with Daddy Yankee" will air Saturday, January 10 at 4:00 pm ET simultaneously on SiriusXM's Caliente channel 150 and Flow Nacion channel 506 and through the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at siriusxm.com.

Considered one of Latin urban's best albums, Daddy Yankee's *Barrio Fino* is also considered by many as having catapulted the genre to international status. Ramon Luis Ayala Rodriguez, known as Daddy Yankee, has sold more than 10 million albums and has placed 10 #1 songs on *Billboard*. He was named Latin Urban Artist of the Decade by *Billboard* magazine.

"SiriusXM's Town Hall with Daddy Yankee" is part of SiriusXM's "Town Hall" series, featuring iconic musicians and figures sitting down with a studio audience of SiriusXM listeners. Previous "SiriusXM Town Hall" specials have featured Bruce Springsteen, Juan Luis Guerra, Lady Gaga, Katy Perry, Jennifer Lopez, Juanes, Gloria Estefan, Pele, Billy Crystal, Quentin Tarantino, Carol Burnett, Tom Petty, Willie Nelson, KISS, Coldplay, Hugh Jackman, Dolly

Parton, the surviving members of Nirvana, Gregg Allman, Usher and Tony Hawk.

After the broadcast, "SiriusXM's Town Hall with Daddy Yankee" will be available on SiriusXM On Demand for subscribers listening via the [SiriusXM Internet Radio App](#) for smartphones and other mobile devices or online at [siriusxm.com](#). Visit [www.siriusxm.com/ondemand](#) for more info on SiriusXM On Demand.

Caliente plays a mix of the biggest tropical, salsa, merengue and reggaeton hits, playing, among others, Marc Anthony, Juan Luis Guerra, Romeo Santos, Daddy Yankee and Prince Royce.

Flow Nacion plays the hottest sounds in Latin hip hop, reggaeton and more including music by Daddy Yankee, Don Omar, Farruko, Tego Calderon, Alexis & Fido, among others.

For more information on SiriusXM, please visit [www.siriusxm.com](#).

About SiriusXM

[Sirius XM Holdings Inc.](#) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 26.7 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S. and from retailers nationwide as well as at [shop.siriusxm.com](#). SiriusXM programming is available through the [SiriusXM Internet Radio App](#) for smartphones and other connected devices as well as online at [siriusxm.com](#). SiriusXM also provides premium traffic, weather, data and information services for subscribers in cars, trucks, RVs, boats and aircraft through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™, SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, and XMWX Marine™. SiriusXM holds a minority interest in [SiriusXM Canada](#) which has more than 2 million subscribers.

On social media, join the SiriusXM community on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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 may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our competitive position versus other radio and audio entertainment providers; our ability to attract and retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; failure of our satellites, which, in most cases, are not insured;

the interruption or failure of our information and communications systems; the security of the personal information about our customers; royalties we pay for music rights, which increase over time; the unfavorable outcome of pending or future litigation; our failure to realize benefits of acquisitions; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; failure to comply with FCC requirements and other government regulations; and our indebtedness. 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, 2013, 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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