

October 19, 2017



# Formula 1 and SiriusXM Sign Multi-Year Broadcasting Agreement

**SiriusXM will air every FIA Formula One World Championship® Race on satellite radios and the SiriusXM app**

**Coverage begins with this weekend's 2017 Formula 1 United States Grand Prix in Austin, Texas, to air nationwide**

NEW YORK, Oct. 19, 2017 /PRNewswire/ -- SiriusXM and Formula 1 have entered into a multi-year agreement that makes SiriusXM the exclusive North American radio broadcaster of all Formula 1® (F1®) races, starting with this weekend's United States Grand Prix.



SiriusXM's coverage of the 2017 Formula 1 United States Grand Prix in Austin, TX will air live this Sunday, October 22 (3:00 pm ET/2:00 pm CT), exclusively on Sirius channel 132, XM channel 203 and channel 963 on the SiriusXM app. The channels will also carry qualifying on Saturday, October 21 (5:00 pm ET/4:00 pm CT). Listeners will hear the BBC 5 Live radio broadcast for each race.

The four remaining 2017 Formula 1® races will all air on SiriusXM, including the season-finale 2017 Formula 1 Etihad Abu Dhabi Grand Prix on November 26. Starting with the 2018 Formula 1 season and beyond SiriusXM will air every Grand Prix race on the calendar.

"Formula 1 races are sensational, world-class events, which showcase the most advanced automotive technology in the hands of exceptional drivers competing on very challenging circuits," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "We are very excited to deliver the excitement of these races to SiriusXM listeners across the country. As Formula 1 makes its way around the globe, we will bring its fans in North America to each international venue and enable them to follow the action live."

"We are delighted to have Formula 1 back on SiriusXM," said Sean Bratches, Managing Director, Commercial Operations at Formula 1. "Their ability to offer live coverage of all races throughout the Championship to their numerous fans and listeners provides tremendous additional exposure for F1 in the North American market."

The FIA Formula One World Championship is the highest end of open wheeled motor racing. The season runs from March through November and this year consists of 20 Grand Prix races run on road course tracks, as well as some closed city streets circuits. The results of each race are combined to determine two titles, one for drivers and one for

constructors (teams).

Mercedes driver Lewis Hamilton of Great Britain is the top points holder this season (306), ahead of Ferrari driver Sebastian Vettel of Germany (247) and Mercedes driver Valtteri Bottas of Finland (234). Mercedes, the reigning constructor's champion, holds the 2017 team points lead.

Formula 1® complements an extensive auto racing lineup on SiriusXM that includes every NASCAR race and every Indy Car Series race, and also expands the amount of European sports programming available to SiriusXM listeners, which already features English Premier League and Champions League soccer.

For more information visit [www.SiriusXM.com](http://www.SiriusXM.com).

### **About Formula 1®**

Formula 1® racing began in 1950 and is the world's most prestigious motor racing competition, as well as the world's most popular annual sporting series. In 2016 it was watched by 400 million unique television viewers from over 200 territories. The 2017 FIA Formula One World Championship™ runs from March to November and spans 20 races in 20 countries across five continents. Formula One World Championship Limited is part of Formula 1, and holds the exclusive commercial rights to the FIA Formula One World Championship™.

Formula 1 is a subsidiary of Liberty Media Corporation (NASDAQ: LSXMA, LSXMB, LSXMK, BATRA, BATRK, FWONA, FWONK) attributed to the Formula One Group tracking stock.

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### **About SiriusXM**

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has more than 32 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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