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SiriusXM's Urban View Channel to Launch Voter Registration Campaign: "Urban View Vote"

Nonpartisan campaign aims to raise awareness and register new voters before midterm primary and general elections

"Urban View Vote" branded vehicle to tour multiple states to engage voters in multi-media experience designed to inform, educate, and inspire

NEW YORK, March 21, 2018 /PRNewswire/ -- SiriusXM announced today the launch of "Urban View Vote" – a nonpartisan, midterm election year voter registration campaign designed to raise awareness about voter registration opportunities throughout the fifty states. SiriusXM's Urban View channel will roll out an "Urban View Vote" vehicle to tour multiple states – visiting college campuses, community centers, and other key locations where citizens will get the information necessary to have a voice and join the ranks of America's voters. "Urban View Vote" will kick off on March 22 in Ft. Lauderdale, Florida, and will focus on the African American community and addressing voter disenfranchisement.



"This is a crucial time in our country's history to register new voters, and Urban View listeners will lead the way," says Karen Hunter, Urban View host and Programming Consultant, SiriusXM. "On Urban View, we don't just talk about issues, we take action. Now more than ever, we want people to know their voting rights and to empower them to take an active role in their futures. Our hashtag - #10for2018 – reflects our goal that every listener will inspire 10 people they know to get registered."

The launch of the multi-state tour, currently scheduled to visit Florida, Georgia, Mississippi, North Carolina, and Pennsylvania, will be accompanied by the debut of a voter registration information website – www.urbanviewvote.com – focused on bringing clarity to the state-by-state voter registration process.

On April 12, Urban View hosts Karen Hunter, Joe Madison, "The Black Eagle," and Sway Calloway from Eminem's exclusive SiriusXM channel Shade 45, will participate in a town hall conversation with the students of Morehouse College, an iconic historically black college, where voting rights and voter registration among millennials will be the focus. Calloway will also broadcast his popular morning show from the campus.

The initial tour stops for Urban View Vote include:

- March 22 **Dillard High School; Ft. Lauderdale, FL**
Women of Color Empowerment Institute; Ft. Lauderdale, FL
African American Research Center; Ft. Lauderdale, FL
- March 23 **Florida Memorial University; Ft. Lauderdale, FL**
- March 30 **Florida A&M University; Tallahassee, FL**
- April 12, 13 **Morehouse College; Atlanta, GA**
- April 20, 21 **Jackson State University; Jackson, Mississippi**

Additional dates will be announced.

Listeners throughout America can tune to SiriusXM's Urban View channel 126 to hear highlights from each stop on the tour and for announcements about additional initiatives, Town Halls, and ways to get involved in the "Urban View Vote" campaign throughout this midterm election year.

SiriusXM followers can join the conversation using #10For2018. Listeners can also follow @SXMUrbanView on Twitter for updates.

SiriusXM subscribers can listen to Urban View channel 126, 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/AtHome to learn more.

About SiriusXM

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To download SiriusXM logos and artwork, visit <http://www.siriusxm.com/LogosAndPhotos>.

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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

Contact for SiriusXM:

Michelle Domínguez
212.901.6792
michelle.dominguez@siriusxm.com

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