

April 7, 2015



# **SiriusXM to Broadcast Live Performances from Coachella Valley Music and Arts Festival**

**Coachella to be broadcast live on radio for the first time**

**Performances by Jack White, Hozier, Vance Joy, alt-J, Axwell**

**Ingrosso, Alabama Shakes, Fitz & The Tantrums, Alesso, Milky Chance, Cedric Gervais, Interpol, FKA twigs and many more to air across multiple SiriusXM music channels**

NEW YORK, April 7, 2015 /PRNewswire/ -- SiriusXM announced today that for the first time in the history of the event, Coachella will be broadcast live on radio.



SiriusXM's exclusive radio broadcast will showcase a diverse line-up featuring performances from Jack White, Hozier, Vance Joy, alt-J, Axwell, Ingrosso, Alabama Shakes, Fitz & The Tantrums, Alesso, Milky Chance, Cedric Gervais, Interpol, FKA twigs and many more.

"We are excited to work with the Coachella team on presenting the first ever live radio broadcast of the Coachella Valley Music and Arts Festival. With SiriusXM's nationwide reach via satellite and online, we are the perfect destination for music fans to hear all the great music and unforgettable moments that make up Coachella," said Steve Blatter, Senior Vice President and General Manager, Music Programming, SiriusXM.

SiriusXM's Coachella broadcast will air on Alt Nation channel 36 beginning Friday, April 10 at 2:00 pm ET. Select performances will also air on The Spectrum channel 28, SiriusXMU channel 35, BPM channel 51, Electric Area channel 52, and through the SiriusXM App on smartphones and other connected devices, as well as online at [siriusxm.com](http://siriusxm.com).

Anchoring SiriusXM's broadcasts will be SiriusXM hosts Jenny Eliscu and Jeff Regan, along with celebrity guest hosts, with exclusive Coachella news and happenings, performance set time updates, artist interviews as well as field reports from the festival grounds.

Subscribers can enter for the chance to win a trip for two to Indio, California for weekend two of Coachella Valley Music and Arts Festival, including round-trip airfare, four nights' hotel stay and a pair of three-day passes to Coachella Valley Music and Arts Festival at the Empire Polo Club on April 17 – April 19. (Entry deadline is 3:00 am ET on April 9.) See

Official Rules for complete details at [www.siriusxm.com/coachella](http://www.siriusxm.com/coachella).

For more details about broadcast times go to [www.siriusxm.com/coachella2015](http://www.siriusxm.com/coachella2015).

For more information on the Coachella Valley Music and Arts Festival, please visit [www.coachella.com](http://www.coachella.com).

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

### **About SiriusXM**

[Sirius XM Holdings Inc.](http://www.siriusxm.com) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 27.3 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](http://shop.siriusxm.com). SiriusXM programming is available through the [SiriusXM Internet Radio](http://www.siriusxm.com) App for smartphones and other connected devices as well as online at [siriusxm.com](http://www.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](http://www.siriusxm.com) which has more than 2 million subscribers. SiriusXM is also a leading provider of connected vehicles services to major automakers, 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.

On social media, join the SiriusXM community on [Facebook](https://www.facebook.com/siriusxm), [Twitter](https://twitter.com/siriusxm), [Instagram](https://www.instagram.com/siriusxm), and [YouTube](https://www.youtube.com/siriusxm).

*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 service providers; our ability to attract and retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; changes in consumer protection laws and their enforcement; the security of the personal information about our customers; other 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; 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 or other strategic initiatives; rapid technological and industry changes; failure of third parties to perform; failure to comply with FCC requirements; modifications to our business plans; our indebtedness; and our principal stockholder has significant influence over our management and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock. 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, 2014, 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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