

April 23, 2015



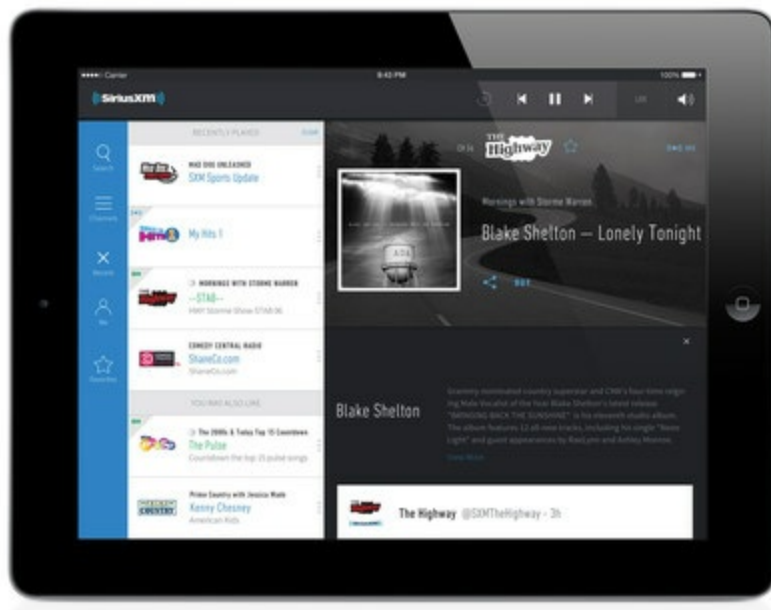
Discover Your Favorite Artists Plus Get Exclusive Performances and Interviews on SiriusXM's New Mobile App

App delivers more personalized user experience: improved content recommendations, syncs favorites and settings across all compatible devices, and better performance

New Search feature lets users discover more channels, shows, and episodes across SiriusXM's music, sports, comedy, news, talk and entertainment channel lineup

In-app Social feature connects listeners with the social media feeds of their favorite SiriusXM hosts and the shows they love

NEW YORK, April 23, 2015 /PRNewswire/ -- SiriusXM today announced the launch of its next generation of streaming services with an updated app that allows subscribers to stay connected to their favorite SiriusXM programming on the go beyond the car.



The new SiriusXM app has been rebuilt from the ground up and offers subscribers an enhanced and personalized user experience via iPhone, Android smartphones, and other connected devices, as well as online at siriusxm.com. Available for download to compatible smartphones and tablets from the App Store and Google Play, the streaming service is included for all customers with a satellite radio trial in their new vehicle. The SiriusXM

streaming service is also included in most satellite radio trials in pre-owned vehicles.

The streaming service immerses subscribers in the world of SiriusXM with a refreshed look that puts them in control of their listening experience, a new Search feature making it easier than ever for listeners to get to the content they want On Demand, improved navigation that streamlines how listeners get to their customized channels, enhanced Social features, better personalized recommendations of channels, shows and content available to each listener, and improved speed and overall performance in low-bandwidth areas. SiriusXM has also redesigned its app and online media player with a flexible architecture for new features and capabilities to be easily added through future updates.

"It's now easier and better than ever to listen to our curated and exclusive content on just about any mobile device on the go and online at home or at work. We are thrilled by how enthusiastically our subscribers have embraced the new features that give them more control of when and where they listen to the content they love," said Enrique Rodriguez, Executive Vice President Operations, Products and Connected Vehicles Services, SiriusXM. "This reengineering and redesign inspires subscribers to search and discover even more of the content they enjoy, and allows a deeper engagement with their favorite SiriusXM shows and hosts on social media, all right in the app."

The SiriusXM streaming service is now equipped with an all-new Search feature making it easier than ever for listeners to find what they are in the mood to hear. It improves how listeners browse thousands of episodes and hundreds of shows, seamlessly accessing what they want to hear and when they want to hear it from SiriusXM's vast audio library.

For example, Billy Joel fans can search and get results that include channels that play the iconic artist's music, as well as a Town Hall event hosted by Howard Stern featuring a deep and rich discussion with Billy Joel in front of a live audience that cannot be heard anywhere else. Comedy fans can search for Louis CK and get results for channels playing his comedy bits as well as exclusive interviews with the comedian. Search also allows SiriusXM listeners to get results for subscriber-only events, exclusive concerts, and episodes from SiriusXM's "Town Hall" series featuring iconic entertainers and figures appearing in front of a studio audience of SiriusXM listeners, and much more.

SiriusXM will also give listeners customized recommendations created from the channels, shows, and On Demand content they are listening to so they can get even more of the music, sports, comedy, news, talk and entertainment shows they love and discover even more content to enjoy on SiriusXM.

Listeners can now see what's happening on the Facebook and Twitter social media feeds of their favorite SiriusXM hosts and shows and reply, retweet, or comment right in the app. SiriusXM listeners can also tap the Custom Mix button and with a simple move of channel sliders customize and fine tune their favorite music and comedy channels by creating over 100 variations of each of more than 70 channels by adjusting unique characteristics like library depth, familiarity, music style, tempo, region, and multiple other channel-specific attributes.

SiriusXM App also gives listeners:

- Device Sync lets subscribers automatically keep all favorite channels and channel

settings in sync across all compatible devices.

- Access favorite channels, shows, and more all in one place.
- Set notifications and track favorite shows and never miss a 'can't miss' moment.
- Login with a streamlined new interface.
- Improved interface for subscribers to register new and used car trials for streaming access, add a streaming trial to their satellite radio subscription, and recover usernames and reset passwords, all directly through the app and online.

For more information and to try SiriusXM for 30-days, visit <http://www.siriusxm.com/streaming>.

About SiriusXM

[Sirius XM Holdings Inc.](#) (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 on smartphones and other connected devices as well as online at [siriusxm.com](#). SiriusXM radios and accessories are available from retailers nationwide and at [shop.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. 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](#), [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 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.

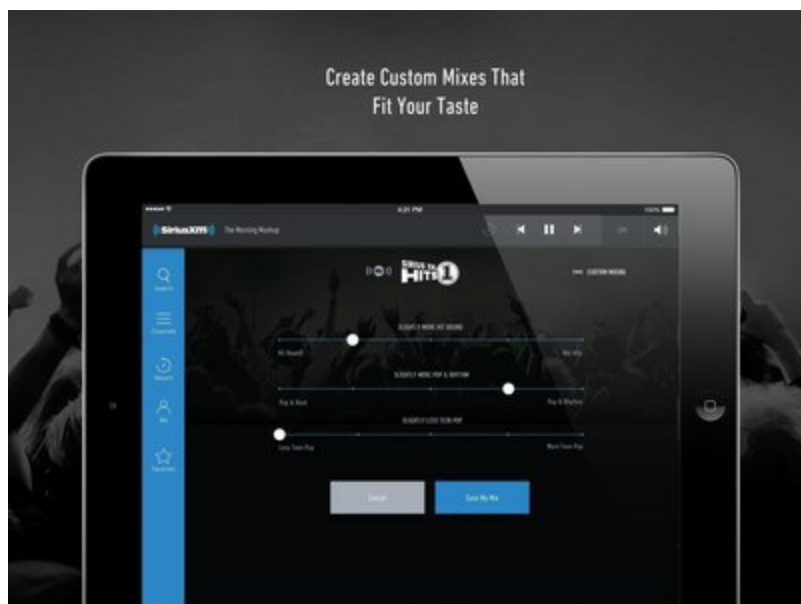
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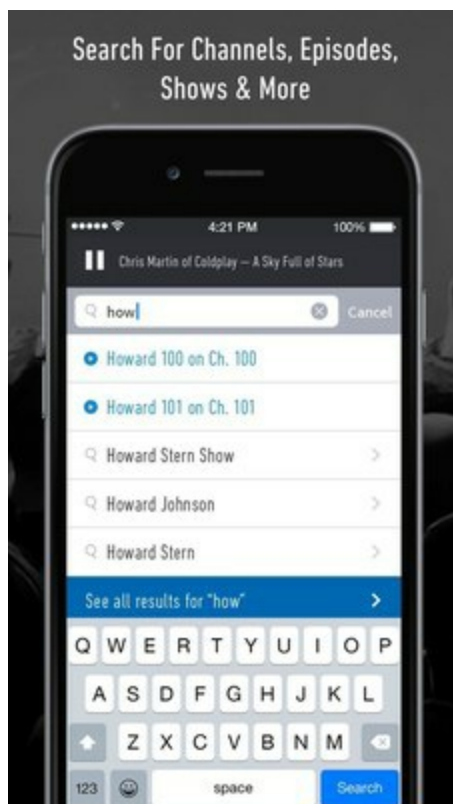


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