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Big 12 and SiriusXM to Launch Exclusive New Sports Channel - SiriusXM Big 12 Radio

Launches nationwide October 22

24/7 channel will be the most in-depth audio platform covering the conference, offering live games, Big 12-focused analysis and call-in shows to fans

Hosts will include former Big 12 athletes Dave Archer, Tony Casillas, Gabe Ikard and others

NEW YORK, Oct. 18, 2018 /PRNewswire/ -- The Big 12 Conference and SiriusXM announced today that they will launch **SiriusXM Big 12 Radio**, a new and exclusive 24/7 audio channel dedicated to Big 12 sports that will deliver fans and alumni across the country in-depth access to Big 12-focused sports talk and news, plus an extensive schedule of Big 12 games.



SiriusXM Big 12 Radio will launch on October 22 and will be available exclusively to SiriusXM subscribers via the SiriusXM app, on connected devices including smart TVs, Amazon Alexa devices, Sony PlayStation, Roku and more, and on select SiriusXM radios (channel 375). SiriusXM Big 12 Radio will feature live play-by-play broadcasts from several Big 12 men's and women's sports including football, basketball, baseball, softball and more.

The new channel's programming will feature exclusive new shows hosted by former Big 12 athletes as well as journalists and conference insiders. The daily schedule will include *Big 12 This Morning* (weekdays, 8:00-11:00am ET/7:00-10:00 am CT) and the afternoon drive show, *Big 12 Today* (weekdays, 4:00-7:00 pm ET/3:00-6:00 pm CT).

Hosts on the channel will include former Iowa State standout QB Dave Archer; former Oklahoma defensive lineman and 1985 Lombardi Award winner Tony Casillas; former Oklahoma offensive lineman Gabe Ikard; as well as Holly Rowe, Fran Fraschilla, Tom Luginbill, George Schroeder, Matt Schick and Ari Temkin.

Listeners will also hear weekly college coaches shows, press conferences, classic game broadcasts, coverage of future Big 12 Media Days, as well as curated, Big 12-specific highlights.

"We are very pleased to be adding SiriusXM Big 12 Radio to our lineup and taking another step in enhancing our college sports coverage," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "Passionate Big 12 fans are spread out across the country and we are looking forward to reaching these fans wherever they live, and giving them the ability to stay connected to their favorite conference and teams, with the games and the in-depth daily news and analysis they want, both on their SiriusXM radios and on the SiriusXM app."

"The SiriusXM Big 12 Radio channel will provide the opportunity to reach our followers across the country with an audio 24-hour cycle of news, commentary and events," said Big 12 Conference Commissioner Bob Bowlsby. "We continue to add new sources of consumption to our Conference platform and are pleased to have a dedicated channel on SiriusXM. We look forward to partnering with SiriusXM and being a part of its portfolio."

SiriusXM offers an unparalleled lineup of college sports programming. Subscribers get access to dozens of live college football and basketball games from multiple conferences every week, plus several college sports-focused channels featuring many former coaches, players and insiders as hosts. SiriusXM's lineup includes the all-college sports channel, *ESPNU Radio on SiriusXM*, plus 24/7 channels focused on the ACC, Big Ten, Pac-12 and SEC conferences.

For more info on SiriusXM and its programming visit www.SiriusXM.com.

About the Big 12 Conference

The Big 12 Conference is comprised of 10 Universities - Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech and West Virginia. The Big 12 is an NCAA Division I intercollegiate athletics conference that encompasses five states with over 38 million people within its geographic footprint. In its 22nd year, the Conference has produced over 600 Academic All-America selections and claimed national championship team titles in 17 of its 23 sponsored sports. Its student-athletes and teams have combined for 650 individual NCAA titles and 59 team national championships. Nearly 5,000 student-athletes from across the United States and around the World compete annually under the Big 12 banner. For more information, visit Big12Sports.com and follow the Conference on Facebook (Facebook.com/Big12) and Twitter ([@Big12Conference](https://Twitter.com/Big12Conference)).

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has approximately 33.5 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. 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 2.6 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, 2017, 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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