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# Randi Zuckerberg to Host "Dot Complicated with Randi Zuckerberg" on SiriusXM's Business Radio Powered by the Wharton School Channel

**Starting July 23rd, 2014, media executive and best-selling author Randi Zuckerberg will help listeners untangle their modern wired lives and decode the world of tech in a fun, entertaining and approachable way**

NEW YORK, July 17, 2014 /PRNewswire/ -- SiriusXM (NASDAQ: SIRI) announced today that Randi Zuckerberg, media executive and New York Times best-selling author, will host "Dot Complicated with Randi Zuckerberg." This new weekly one-hour show launches on Wednesday, July 23rd, exclusively on SiriusXM's [Business Radio Powered by the Wharton School](#) channel, which features some of the most successful and creative leaders of the business world.



Broadcasting from the Wharton School's studio in San Francisco each week, Zuckerberg will offer listeners advice on real ways to help untangle their modern tech lives, and how to find a new normal with technology as a true asset and helper, not a burden or distraction. Drawing on years of experience in the tech sector as an entrepreneur and mother, Zuckerberg will also provide a forum to explore how technology and social media overwhelms, and sometimes controls, peoples' lives. "Dot Complicated" will also delve into the latest high tech innovations for kids, parents and even pets, examining what is new in technology that can be incorporated into their daily lives. Randi and her guests will serve as expert guides to gadgets, technology and media and whether they warrant a "Like or Dislike."

With its call-in format and Zuckerberg's dose of humor and irreverence, "Dot Complicated" will also address questions catered to adults and parents including "how young is too young for technology and social media," "have we allowed technology to take over our lives,

"can we afford to keep up with the newest gadgets at any cost" and "do you really need a purse that charges your phone (answer is yes)."

"In this world of devices, multiple screens, and constant interruptions via email, text, and

video, it's a rare privilege for me to connect with my audience via audio - one of the few remaining mediums where you can still get someone's undivided attention," says host Randi Zuckerberg. "I am thrilled to launch my own talk radio show with Sirius XM to discuss how all the newest websites, gadgets, apps, and inventions are affecting our daily lives, in a way that is lively, fun and entertaining. Listeners may even forget they are learning in the process! I'll arm the audience with all the latest info, they will definitely become the in-the-know, early adopter among their friends."

"Randi Zuckerberg is a new media pioneer and multi-talented entrepreneur, and we are very excited to bring her voice and spirit to SiriusXM listeners with her own show on our Business Radio channel," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "With a combination of experience, knowledge and humor, Randi will bring SiriusXM listeners a personal and approachable view of technology and the tech world. For all the parents out there that struggle to balance checking their work email while also telling their kids to put the smartphone away at the dinner table, this show has your answers."

"Dot Complicated with Randi Zuckerberg" will air each week on Wednesday at from 12:00 pm to 1:00 pm ET on Business Radio Powered by the Wharton School, SiriusXM channel 111, and via the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at [siriusxm.com](http://siriusxm.com). Subscribers will also be able to listen to the show via SiriusXM On Demand through the SiriusXM Internet Radio App for smartphones and other mobile devices and online at [siriusxm.com](http://siriusxm.com).

Randi Zuckerberg is the New York Times best-selling author of "Dot Complicated" and children's book "Dot", founder and CEO of Zuckerberg Media and Editor in Chief of the digital lifestyle site [Dot Complicated](http://DotComplicated.com). Randi is also a television producer and appears regularly on CNBC, NBC's TODAY and KATIE. As an early executive at Facebook, Randi created and ran the social media pioneer's marketing programs. She led the company's U.S. election and international politics strategy and created Facebook's live streaming video capability during the 2008 Presidential Inauguration. Randi was nominated for an Emmy Award in 2011 for her innovative coverage of the 2010 mid-term elections that integrated online and TV coverage in unique formats. Since starting Zuckerberg Media, Randi has produced shows and digital content for PayPal, the Clinton Global Initiative, Cirque du Soleil, The United Nations, Bravo and Condé Nast, with many other projects in the works.

Business Radio Powered by the Wharton School is the first channel to offer direct access to the world's top business minds—only a phone call away—and broadcasts from the Wharton School's historic Ivy League and San Francisco campuses. The exclusive SiriusXM channel gives listeners exclusive access to the world's brightest minds in business and education and features a wide range of original shows hosted by one of the most cited and published faculties of all top-tier business schools. Regular guests include world-renowned executives, captains of industry, thought leaders, and battle-tested experts.

For a full list of Business Radio shows and times, please visit [www.siriusxm.com](http://www.siriusxm.com) and [businessradio.wharton.upenn.edu](http://businessradio.wharton.upenn.edu).

### **About SiriusXM**

[Sirius XM Holdings Inc.](http://SiriusXMHoldingsInc.com) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 25.8 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](#) App for smartphones and other connected devices as well as online at [siriusxm.com](http://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.

On social media, join the SiriusXM community on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

### **About the Wharton School**

Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates economic and social value around the world. The School has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 9,000 participants in executive education programs annually and a powerful alumni network of 92,000 graduates.

### **About Randi Zuckerberg**

Randi Zuckerberg is a New York Times best-selling Author, the founder and CEO of [Zuckerberg Media](#), a media and production company, and Editor-in-Chief of [Dot Complicated](#), an online community helping us navigate and "untangle" our wired, wonderful lives. Randi recently released her first books with HarperCollins, The New York Times best-seller, *Dot Complicated*, which addresses the multifaceted complications of our socially transparent world, and a children's picture book, titled *Dot*. As an early executive at Facebook, Randi created and ran the social media pioneer's marketing programs and was nominated for an Emmy Award in 2011 for her innovative coverage of the 2010 mid-term elections. Since starting Zuckerberg Media, Randi has produced shows and digital content for PayPal, the Clinton Global Initiative, Cirque du Soleil, The United Nations, Bravo and Conde Nast, with many other projects in the works.

*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 entertainment providers; our ability to attract and retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; failure of our satellites, which, in most cases, are not insured; the interruption or failure of our information and communications systems; the security of the personal information about our customers; 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; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; failure to comply with FCC requirements and other government regulations; and our indebtedness. 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, 2013, 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.*

## **P-SIRI**

### **Contacts for SiriusXM:**

Patrick Reilly

[patrick.reilly@siriusxm.com](mailto:patrick.reilly@siriusxm.com)

212 901 6646

Samantha Bowman

[samantha.bowman@siriusxm.com](mailto:samantha.bowman@siriusxm.com)

212 901 6644

### **Contact for Randi Zuckerberg:**

JONESWORKS Inc.

Kirby Allison

[Kirby@Jonesworksinc.com](mailto:Kirby@Jonesworksinc.com)

212.839.0111



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