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SiriusXM and National Football League Announce Six-Year Extension of Satellite Radio Agreement

SiriusXM subscribers continue to get access to every NFL game, plus SiriusXM NFL Radio channel, through Super Bowl LVI in 2022

News and analysis on SiriusXM NFL Radio will now also be available on SiriusXM On Demand

NEW YORK, Oct. 7, 2015 /PRNewswire/ -- SiriusXM and the National Football League announced today a six-year extension of their satellite broadcasting and marketing agreement.



SiriusXM, the Official Satellite Radio Partner of the NFL since 2004, will continue to feature every NFL game live nationwide from the preseason through Super Bowl LVI in 2022 as well as SiriusXM NFL Radio, SiriusXM's 24/7 radio channel dedicated entirely to the NFL. SiriusXM also airs multiple Spanish-language NFL broadcasts each week of the season.

All NFL games are available to SiriusXM subscribers on their satellite radios. Those subscribers with the SiriusXM All Access package – which includes satellite radio and internet listening – also get authenticated access to every NFL game via the SiriusXM app and at SiriusXM.com.

[SiriusXM NFL Radio](#) (channel 88 on satellite radios and on the SiriusXM app) continues to offer the most in-depth radio coverage of the NFL. The daily programming lineup features shows hosted by NFL experts and interviews with players, coaches and executives from around the league, plus in-depth coverage of the NFL Draft, training camps and more.

Now for the first time, SiriusXM NFL Radio programming is available to subscribers on [SiriusXM On Demand](#), giving them access to an extensive catalogue of show episodes, interviews and more that they can listen to whenever they want.

"We are pleased to extend and expand our partnership with SiriusXM into the next decade," said Brian Rolapp, the NFL's executive vice president, Media. "SiriusXM has been a valuable partner and provides our fans with tremendous content throughout the year and on gameday."

"For more than a decade, SiriusXM and the NFL have worked together to provide our subscribers with extraordinary access to the league, giving them the ability to hear every game from anywhere across the country, plus the best, most in-depth 24/7 NFL talk programming on radio," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "The fans' appetite for NFL content continues to grow. We're pleased it will remain an important part of our lineup for years to come, and we look forward to giving our subscribers the coverage they love on their radios, phones and mobile devices, and now also On Demand."

As the league's official satellite radio partner, SiriusXM will continue to have rights to use the NFL 'shield' logo and collective NFL team trademarks. For more information and a schedule of NFL games on SiriusXM, visit www.SiriusXM.com/NFL.

About SiriusXM

[Sirius XM Holdings Inc.](#) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 28.4 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](#). To view and download SiriusXM logos and artwork, please visit 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 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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