

January 17, 2014



# SiriusXM Adds Spanish Language NFL Programming to Latino Offerings

**Subscribers get Spanish-language broadcasts of all NFL playoff games starting with this weekend's AFC and NFC Championship Games; multiple regular season games each week starting with 2014 season**

**Former NFL player Benny Ricardo to host new Spanish-language NFL show**

NEW YORK, Jan. 17, 2014 /PRNewswire/ -- SiriusXM announced today that it is increasing the amount of Spanish-language NFL programming available to subscribers nationwide, with live game broadcasts each week plus a new original Spanish-language NFL show.

(Logo: <https://photos.prnewswire.com/prnh/20101014/NY82093LOGO>)

Starting with this weekend's AFC and NFC Championship games, subscribers will get access to Spanish-language broadcasts of all postseason games including the Super Bowl, and will get multiple games every week of the regular season starting in 2014.

Sunday's New England Patriots @ Denver Broncos AFC title game (3:00 pm ET) and the San Francisco 49ers @ Seattle Seahawks NFC title game (6:30 pm ET) will air in Spanish on Piolin Radio (SiriusXM channel 147).

Additionally, SiriusXM will launch a new show hosted by former NFL placekicker and veteran broadcaster Benny Ricardo. *La Onda de la NFL* will debut this Sunday, January 19 at 2:00 pm ET on Piolin Radio (SiriusXM channel 147) to preview the games. Ricardo will also host a new show Monday to recap the weekend's results. Ricardo - who played 10 seasons in the league with the Detroit Lions, New Orleans Saints, Minnesota Vikings, San Diego Chargers and Buffalo Bills - will also host special editions of the show during Hispanic Heritage Month and at special NFL events such as the Super Bowl and NFL Draft.

Spanish-language NFL programming is available to subscribers as part of the [SiriusXM Latino](#) programming lineup, which includes the best Spanish-language talk, entertainment, sports, and commercial-free music programming. The full SiriusXM Latino programming lineup is available across the SiriusXM Internet Radio App, online at [SiriusXM.com](#), and via select satellite radios.

NFL game broadcasts are available via the SiriusXM App and online to satellite radio subscribers who add [SiriusXM Internet Radio](#) access to their subscription.

As the Official Satellite Radio Partner of the NFL, SiriusXM broadcasts every NFL game live nationwide, from the preseason through the Pro Bowl and Super Bowl. Fans can also tune in to 24/7 coverage of the sport on the SiriusXM NFL Radio channel (ch. 88). Visit

[www.SiriusXM.com/NFL](http://www.SiriusXM.com/NFL) for more information.

## **About SiriusXM**

[Sirius XM Holdings Inc.](http://www.SiriusXM.com/NFL) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 25.6 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](#).

*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 forms of radio and audio services; our dependence upon automakers; general economic conditions; failure of our satellites, which, in most cases, are not insured; our ability to attract and retain subscribers at a profitable level; royalties we pay for music rights; the unfavorable outcome of pending or future litigation; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; and our substantial 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, 2012, 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

Media contact:

Andrew FitzPatrick  
SiriusXM  
212-901-6693  
[andrew.fitzpatrick@siriusxm.com](mailto:andrew.fitzpatrick@siriusxm.com)

SOURCE Sirius XM Holdings Inc.