

March 10, 2014



Cole Swindell Performs Private Concert in Nashville for SiriusXM

Special performance to air exclusively on SiriusXM's The Highway channel

NEW YORK, March 10, 2014 /PRNewswire/ -- SiriusXM announced today that emerging country star Cole Swindell's exclusive concert for SiriusXM listeners at Exit/In in Nashville will air on SiriusXM's The Highway.



The private performance, in recognition of SiriusXM's early support of Cole Swindell's music, will be broadcast on Tuesday, March 11 at 9:00 pm ET via satellite on The Highway, channel 59, and through the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at siriusxm.com. For rebroadcast times, please visit www.siriusxm.com/thehighway.

SiriusXM's The Highway was the first outlet to play Cole Swindell's "Chillin' It" when it was added to rotation as a "Highway Find" in May, 2013, before he signed with Warner Bros. Records. Swindell's smash "Chillin' It" recently reached No. 1 on the national Country music charts and his self-titled debut album is now available. Cole Swindell regularly credits The Highway's early support of his developments as an artist.

"I'm excited to be able to go back and perform for The Highway in Nashville a year after this all started," said Cole Swindell.

"The success of Cole Swindell is another example of SiriusXM's commitment to developing and breaking new artists, and of the power of our *Highway Finds*," said Steve Blatter, Senior Vice President and General Manager, Music Programming, SiriusXM. "We're thrilled to celebrate Cole's achievements with this exclusive concert for SiriusXM subscribers."

After the broadcast, the performance will be available on SiriusXM On Demand for listeners listening via the [SiriusXM Internet Radio App](#) for smartphones and other mobile devices or online at siriusxm.com.

The Highway's "Highway Finds" is the channel's ongoing initiative to introduce new country artists to SiriusXM listeners. Past "Highway Finds" artists include Florida Georgia Line,

Parmalee, and Chase Rice.

The Highway plays new country music. Listeners will hear music from Brad Paisley, Miranda Lambert, Jason Alden, Blake Shelton, Luke Bryan and Carrie Underwood.

For more information on Cole Swindell, please visit www.coleswindell.com.

For more information on SiriusXM, please visit www.siriusxm.com.

About SiriusXM

[Sirius XM Holdings Inc.](#) (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. SiriusXM programming is available through the [SiriusXM Internet Radio](#) App for smartphones and other connected devices as well as online at 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 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.

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