

March 24, 2014



## **SiriusXM Launches "Business Radio Powered by The Wharton School"**

**Trailblazing channel is the first to offer direct access to the world's top business minds, only a phone call away**

**Launch week guests include William P. Lauder, Executive Chairman, The Estee Lauder Companies Inc.; Bob Crandall, Retired Chairman and CEO, American Airlines; Neil Glat, President, New York Jets; Don Smolenski, President, Philadelphia Eagles; Dave Gilboa, Co-Founder, Warby Parker; Anand Rajaraman, Vice President, Walmart; Andre Agassi, the World's Former Top Tennis Player and Ajit Pai, FCC Commissioner**

NEW YORK, March 24, 2014 /PRNewswire/ -- SiriusXM announced today the launch of "Business Radio Powered by The Wharton School," a groundbreaking 24/7 channel created exclusively in collaboration with The Wharton School, airing on SiriusXM channel 111. Broadcasting from The Wharton School's historic Ivy League campus and Silicon Valley, the channel 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 will include world-renowned executives, captains of industry, thought leaders, and battle-tested experts.



From the biggest headlines of the day to the nuts/bolts of launching a business, the advice, information, topics and real-life people/businesses explored on the channel will help listeners navigate the 21st century business world. During the first week, SiriusXM listeners will hear an array of business leaders and notables, including: William P. Lauder, Executive Chairman, The Estee Lauder Companies, Inc.; Bob Crandall, retired Chairman and CEO, American Airlines; Tony Pontauco, former top advertising executive, Anheuser-Busch; Neil Glat, President, New York Jets; Scott McNeil, President, the Philadelphia 76ers; Don Smolenski, President, Philadelphia Eagles; Doug Duncan, Senior Vice President and Chief Economist, Fannie Mae; Stan Humphries, Chief Economist, Zillow; Mary Ellen Iskenderian, President, Women's World Banking; Adam Bryant, Corner Office columnist, *The New York Times*; Mark Iwry, Senior Advisor to the Secretary of the Treasury; Roel de Vries, Corporate Vice President, Global Head of Marketing, Communications and Brand Strategy, Nissan Motor Company; Dave Gilboa, co-founder, Warby Parker; Anand Rajaraman, Vice President, Walmart; Andre Agassi, world's former top tennis player; Stuart Weitzman, designer, Stuart Weitzman, and Ajit Pai, FCC Commissioner.

"We have launched a channel that connects America's business owners, corporate executives, managers and entrepreneurs with some of the world's greatest business minds," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "From leading a team to turning the next big idea into a business, Business Radio delivers real-world advice and information, with every minute of the day focused on helping listeners succeed in their working lives."

"Business Radio is an innovative way to bring the work of our faculty and the expertise of business leaders into the practical world of the listeners," said Karl Ulrich, Vice Dean of Innovation, The Wharton School.

Anchored by professors of the school, Business Radio Powered by the Wharton School airs via satellite on SiriusXM channel 111. Business Radio will be available on SiriusXM On Demand for subscribers listening via the [SiriusXM Internet Radio App](#) for smartphones and other mobile devices or online at [siriusxm.com](#). Visit [www.siriusxm.com/ondemand](#) for more info on SiriusXM On Demand.

Highlights of "Business Radio Powered by The Wharton School" programming include:

- ***Behind the Markets*** — a weekly, in-depth analysis of the dynamics of the stock market featuring Wharton Finance Professor Jeremy Siegel.
- ***Launch Pad*** – new ventures go live on Business Radio and listeners weigh in.
- ***When Things Go Wrong*** — listeners share customer service experiences gone awry and Business Radio gets to the bottom of the situation.
- ***Sports Business*** — listeners are invited behind-the-scenes to explore the business issues underlying the multi-billion dollar sports industry.
- ***Women at Work*** – hosts and listeners join in the conversation of innovative practices for personal and system change to help more women join, stay, succeed, and lead in the work place.
- ***Wharton Moneyball***- hosts tackle the world of sports and discuss the process of ranking the best players, the most impressive sports streaks, and how decision makers in the game can avoid the common mistakes and embrace the data.
- ***Your Money***- listeners get practical advice on their personal finances including saving for college tuition or planning for retirement.
- ***Work & Life***- explores the changing world of work and ways to build a greater sense of harmony between office and home.
- ***Leadership in Action*** - business leaders from top organizations reveal steps to achieving high results through effective leadership.
- ***In the Workplace*** - Management specialists examine the workplace and the challenges faced by both business owners and job seekers and discuss the art of hiring the right people, resolving workplace conflicts, and the secrets of successful employment.

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

### **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](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 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.*

### **About The Wharton School of the University of Pennsylvania**

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 ongoing economic and social value around the world. The School has 5,000 undergraduate, MBA, executive MBA and doctoral students; more than 9,000 participants annually in executive education programs; and a powerful alumni network of more than 92,000 graduates.

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Malini Doddamani  
Director, Media Relations  
The Wharton School  
(215) 746-6334  
[malinid@wharton.upenn.edu](mailto:malinid@wharton.upenn.edu)

Patrick Reilly  
SVP, Corporate Communications & PR  
SiriusXM Radio  
(212) 901-6646  
[patrick.reilly@siriusxm.com](mailto:patrick.reilly@siriusxm.com)

Michelle Dominguez  
Corporate Communications & PR  
(212) 901-6792  
[michelle.dominguez@siriusxm.com](mailto:michelle.dominguez@siriusxm.com)

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