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Annika Sorenstam to Host Exclusive Series on SiriusXM PGA TOUR Radio

"The ANNIKA Hour" debuts April 2, week of LPGA's Kraft Nabisco Championship

NEW YORK, March 27, 2014 /PRNewswire/ -- SiriusXM announced today that World Golf Hall of Fame member Annika Sorenstam will host an exclusive new radio series on [SiriusXM PGA TOUR Radio](#) (XM channel 93, Sirius channel 208).



The ANNIKA Hour will debut Wednesday, April 2 (1:00 pm ET/10:00 am PT), the week of the LPGA's first major tournament, the Kraft Nabisco Championship, which Annika won three times. On the series, which will air monthly through the 2014 season, Annika and her co-host, *Golf Digest* Senior Writer and *Golf World* Executive Editor Ron Sirak, will take calls from listeners around the country, discuss her experiences in golf and business, provide instructional tips, and look at today's game and players on the men's and women's tours.

"I'm really looking forward to sharing my thoughts about the game with fans while also giving them a glimpse into my day-to-day routine since stepping away from competitive golf in 2008," said Annika. "Today's professional tours, fitness and nutrition, golf for juniors, swing tips and the business of golf are just some of the areas Ron and I will tackle on SiriusXM PGA TOUR Radio."

"Few people have had the kind of impact on their sport that Annika has had on golf," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "She has built a legendary career and inspired generations of players and we're very pleased to give our SiriusXM PGA TOUR Radio listeners an exclusive, inside look at her life and career on and

off the course."

During her 15-year Hall of Fame career, Annika rewrote the LPGA and Ladies European Tour record books, won countless awards, and changed the way women's golf was played, viewed and covered. She amassed 89 worldwide victories, including 72 on the LPGA, ten of which are Major Championships. She has a record eight Rolex Player of the Year awards and holds the record for the lowest scoring average in a season (68.6969 in 2004). She has a record six Vare Trophies for the year's lowest scoring average. She is the only female to break 60 in an official event, which earned her the nickname, "Ms. 59." Annika was the *Associated Press* Female Athlete of the Year from 2003-2005, and the Golf Writers Association of America Female Athlete of the Year in 1995, 1997, and from 2000-2005.

Away from the course, Annika has devoted herself to her family and her business and philanthropic efforts. Her ANNIKA brand of businesses includes a successful apparel line, a course design business, a signature wine label, and a boutique financial group providing accounting services for professional athletes. Her ANNIKA Academy near Orlando, FL, is a state-of-the art teaching facility that offers golfers at any age, gender or skill level individual instruction, personalized fitness and nutrition programs. In 2007 she started the ANNIKA Foundation to help children live a healthy, active lifestyle through fitness and nutrition, and to offer aspiring junior golfers new playing opportunities. The Foundation annually conducts four major golf events for aspiring junior girls around the world, including an award-winning AJGA tournament, ANNIKA Invitational at Reunion Resort in Orlando, FL.

SiriusXM has added shows hosted by 2013 FedExCup champion Henrik Stenson, Ryder Cup star Ian Poulter, World Golf Hall of Fame member Ben Crenshaw, 2002 PGA Championship winner Rich Beem, top instructors Hank Haney, David Leadbetter and Jim McLean, as well as Golf Channel programming to SiriusXM PGA TOUR Radio. Launched in 2005, the channel offers listeners nationwide live play-by-play coverage of PGA TOUR events as well as major championship tournaments, plus live call-in talk shows offering news, analysis, equipment reviews and more.

On Twitter: [@Annika59](#), [@SiriusXMPGATOUR](#), [@RonSirak](#)

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.

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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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