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# SiriusXM and NBC News to Launch Exclusive "TODAY Show Radio" Channel

**NBC's TODAY Will Be Broadcast on the Radio for the First Time Ever - Only on SiriusXM**

**Daily Live Feeds of "TODAY" From Both Coasts Will Be Available In the Car**

NEW YORK, April 21, 2014 /PRNewswire/ -- SiriusXM and NBC News will launch TODAY Show Radio on June 26, making the NBC morning program available to radio listeners for the first time ever. [The announcement was made this morning on TODAY.](#) The new channel will give SiriusXM listeners across the country access to live audio feeds of TODAY from both coasts, including replays. SiriusXM will be the exclusive audio home of TODAY.



Every weekday Matt Lauer, Savannah Guthrie, Al Roker, Natalie Morales, Carson Daly, Willie Geist and Tamron Hall will bring SiriusXM listeners the latest and most relevant news and weather information, as heard each day on TODAY. The channel will carry TODAY's staple of newsmaker interviews, as well as the uplifting stories that have become the hallmark of the broadcast, and will also give listeners the most important information they need to start their days. In addition, popular recurring series, including the live summer concerts from Rockefeller Plaza, will be featured on the SiriusXM channel. The fourth hour of TODAY with Kathie Lee Gifford and Hoda Kotb will also broadcast on TODAY Show Radio. Known for their chemistry and wit, Gifford and Kotb will bring SiriusXM listeners their fresh take on the hot headlines of the day, as well as the water-cooler topics that get people talking.

"Listeners will for the first time be able to take the TODAY show with them on their busy morning routine and throughout the day during their daily drive," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "TODAY's unparalleled and timely content is another great example of working with an iconic brand to provide great programming to our millions of subscribers. SiriusXM is excited to continue its relationship with the NBCUniversal News Group by bringing the TODAY brand into vehicles nationwide."

"We are incredibly proud and excited to bring TODAY to the SiriusXM audience," said Deborah Turness, President of NBC News. "In recent months increasing numbers of TODAY viewers have been more engaged with the show than ever, watching for longer periods of time. Now we are giving them an opportunity to stay connected even longer when they get into their cars, so they don't miss a thing!"

NBCUniversal News Group and SiriusXM already broadcast dedicated channels, including CNBC, the global leader in financial news on channel 112, and MSNBC, where listeners can find in-depth analysis of daily headlines and informed perspectives on the political news of the day on channel 117.

TODAY Show Radio will launch on SiriusXM on Thursday, June 26, 2014, on channel 108. SiriusXM listeners will have access to TODAY's live east coast feed from 7:00 am - 10:00 am ET and the west coast feed from 10:00 am - 1:00 pm ET. Starting at 1:00 pm ET, SiriusXM will broadcast the fourth hour of TODAY with Kathie Lee Gifford and Hoda Kotb. TODAY will replay from 2:00 pm - 5:00 pm ET.

For more information on SiriusXM, please visit [www.siriusxm.com](http://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](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 TODAY**

NBC's TODAY is the news program that informs, entertains, inspires and sets the agenda each morning for Americans. Airing live from 7 am to 11 am ET, TODAY reaches more than 5 million people every day through its broadcast, and millions more through TODAY.com, the TODAY app, and social media platforms. Matt Lauer, Savannah Guthrie, Al Roker, Natalie Morales, Willie Geist, Tamron Hall, Carson Daly, Hoda Kotb, and Kathie Lee Gifford are the anchors and Don Nash is the executive producer.

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