

July 16, 2014



SiriusXM to Launch "Reefer Radio"

Limited-run series, "Reefer Radio: Presented by High Times" brings listeners inside cannabis culture

SiriusXM listeners will hear celebrity interviews with Snoop Dogg, Tommy Chong, Jack Black and more

SiriusXM's Pete Dominick to broadcast from the Denver County Fair's first-ever "Pot Pavilion" and give listeners special coverage of Blue Ribbon competitions including "hash brownie bake-offs," "speed rolling," and "Doritos-eating contests"

NEW YORK, July 16, 2014 /PRNewswire/ -- SiriusXM today announced it will broadcast *Reefer Radio: Presented by High Times*, a limited-run series with HIGH TIMES Magazine. The series will culminate with a broadcast hosted by SiriusXM on-air personality Pete Dominick from Denver, CO, where the newly legalized recreational marijuana industry continues to grow.



Jen Bernstein, Managing Editor, and Mike Hughes, Entertainment Director, of HIGH TIMES, *Reefer Radio* will spotlight classic interviews from the HIGH TIMES archives, including conversations with Snoop Dogg, Tommy Chong, and Jack Black. Fans will also hear broad discussions on cannabis culture and lifestyle ranging from decriminalization to classic movies and music, the finest munchies, clothing and style, etiquette, and answers to burning questions like "Were any major historical documents written on hemp paper?"

Reefer Radio: Presented by High Times will debut Saturday, July 19, at 10:00 am ET and rebroadcast at 9:00 pm ET on the [Indie](#) channel, and via the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at siriusxm.com. Subscribers will also be able to listen to the show via SiriusXM On Demand through the SiriusXM Internet Radio App for smartphones and other mobile devices and online at siriusxm.com.

The series culminates with a special celebration from the Denver County Fair's first-ever "Pot Pavilion." SiriusXM on-air personality Pete Dominick will preside over *Reefer Radio: A Mile High Celebration* – where SiriusXM listeners will hear from fair-goers and exhibitors and experience special coverage of the fair's Blue Ribbon competitions including "hash brownie bake-offs," "speed rolling," and "Doritos-eating contests." The all-day/all-night broadcast will also feature specially selected music and comedy in the marijuana spirit.

Reefer Radio: A Mile High Celebration will air on Saturday, August 2, at 4:20 am ET (a time-stamp in honor of April 20, the unofficial but acknowledged stoner holiday), through Sunday, August 3, at 4:20 pm PT, on [Raw Dog Comedy Hits](#), channel 99, and via the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at [siriusxm.com](#). Subscribers will also be able to listen via SiriusXM On Demand through the SiriusXM Internet Radio App for smartphones and other mobile devices and online at [siriusxm.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 25.8 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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