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SiriusXM Expands Live College Sports Offerings on SiriusXM App in Addition to Satellite Radios

Inks new five-year agreement with IMG and Learfield that includes streaming and broadcast rights

SiriusXM listeners will have access to many more college football, basketball, baseball and hockey games on SiriusXM app in addition to satellite radios

Opening week college football schedule on SiriusXM to showcase 60 matchups Sep. 1-5

NEW YORK, Aug. 29, 2016 /PRNewswire/ -- Ahead of the 2016 college football season, SiriusXM has enhanced its college sports play-by-play offerings with a new five-year broadcasting agreement with Learfield and IMG, which now includes both streaming and satellite radio broadcast rights. The new deal greatly expands the number of college games that will be available to subscribers on the SiriusXM app in addition to the many games now available on satellite radios.



SiriusXM, which currently airs more live college play-by-play than any other broadcaster, will also be able to augment the number of broadcast feeds it carries for games airing on the app, giving listeners access to both home and visiting team broadcasts in many cases, and allowing fans to hear their announcers more often throughout the season.

SiriusXM's agreement with IMG and Learfield provides listeners with college football and basketball games from conferences across the country – including the ACC, AAC, Big Ten, Big 12, Big East and Pac-12.

In addition, SiriusXM listeners will get SEC football and basketball on their satellite radios. Games from Notre Dame, Texas and USC have been available on both satellite radios and the SiriusXM app since 2012.

For opening week of the 2016 college football season, SiriusXM will air 60 live games September 1-5, featuring every team from the *Associated Press* Top 25 poll. Listeners will have access to the weekend's marquee matchups, including LSU vs. Wisconsin, USC vs.

Alabama, Clemson vs. Auburn, Oklahoma vs. Houston, Georgia vs. North Carolina, Kansas State vs. Stanford, UCLA vs. Texas A&M, and many more.

For the schedule of games available on SiriusXM radios and on the SiriusXM app, go to <http://www.siriusxm.com/collegefootballschedule>.

"We're very pleased to extend our agreements with Learfield and IMG, who have extraordinarily extensive portfolios of colleges and universities, to further enhance what college sports fans get with SiriusXM," said Steve Cohen, SiriusXM's SVP of Sports Programming. "The SiriusXM app continues to get bigger and better, with more live games and more options for fans who want to follow their favorite teams from anywhere. It supplements our robust lineup of games and talk on satellite radios, and continues to make SiriusXM an outstanding medium for college sports fans to connect with their teams."

In addition to live play-by-play, SiriusXM College Sports Nation (channel 84 on satellite radios, on the SiriusXM app and at SiriusXM.com) offers the most extensive college football coverage available on radio with daily news and analysis of teams and conferences around the country.

SiriusXM College Sports Nation features an unparalleled team of expert hosts that includes Heisman Trophy winners, National Champions, and former players and coaches. Greg McElroy, Rick Neuheisel, Matt Leinart, Robert Smith, Lou Holtz, Gino Torretta, Butch Davis, Phil Savage, Tim Brown, Eddie George, Kirk Morrison, Brad Hopkins, Charles Arbuckle and Eric LeGrand will be among the analysts joining hosts Taylor Zazour, Chris Childers, Chris Carlin, Mark Packer, Andy Staples, Braden Gall, Mark Morgan, Chris Spatola, and Rachel Baribeau throughout the season.

In addition, as part of SiriusXM's agreement with IMG and Learfield, SiriusXM College Sports Nation will offer numerous college football and basketball coaches shows throughout the season, which will air regularly on the channel and will also be available on SiriusXM On Demand.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has more than 30.6 million subscribers. SiriusXM creates and offers commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment, and a wide-range of Latin music, sports and talk programming. SiriusXM is available in vehicles from every major car company in the U.S. and on smartphones and other connected devices as well as online at siriusxm.com. SiriusXM radios and accessories are available from retailers nationwide and online at SiriusXM. SiriusXM also provides premium traffic, weather, data and information services for subscribers through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™. SiriusXM delivers weather, data and information services to aircraft and boats through SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, XMWX Weather, and XMWX Marine™. In addition, SiriusXM Music for Business provides commercial-free music to a variety of businesses. SiriusXM holds a minority interest in SiriusXM Canada which has approximately 2.7 million subscribers. SiriusXM is also a leading provider of connected vehicles services to major automakers, giving customers access to a suite of safety, security, and convenience services including automatic crash notification, stolen vehicle recovery

assistance, enhanced roadside assistance and turn-by-turn navigation.

To download SiriusXM logos and artwork, visit <http://www.siriusxm.com/LogosAndPhotos>.

About Learfield

An industry leader for more than four decades, Learfield has a deep presence in the college athletics landscape nationwide. It manages the multimedia and sponsorship rights for 120 collegiate institutions, conferences and arenas, and supports athletic departments at all competitive levels as title sponsor of the prestigious Learfield Directors' Cup. Learfield also provides its collegiate partners access to professional concessions and ticket sales; licensing and trademark consulting; digital and social platform expertise; and venue and technology systems through its affiliated companies.

About IMG

IMG is a global leader in sports, events, media and fashion, operating in more than 30 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is one of the largest independent producers and distributors of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, a leading global entertainment agency.

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 and the timing of events may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our substantial competition, which is likely to increase over time; our ability to attract and retain subscribers, which is uncertain; consumer protection laws and their enforcement; the unfavorable outcome of pending or future litigation; the market for music rights, which is changing and subject to uncertainties; our dependence upon the auto industry; general economic conditions; the security of the personal information about our customers; existing or future government laws and regulations could harm our business; failure of our satellites would significantly damage our business; the interruption or failure of our information technology and communications systems; our failure to realize benefits of acquisitions or other strategic initiatives; rapid technological and industry changes; failure of third parties to perform; harmful interference to our service from new and existing wireless operations; our failure to comply with FCC requirements; modifications to our business plan; our indebtedness; our principal stockholder has significant influence over our affairs and

over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock; and impairment of our business by third-party intellectual property rights. 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, 2015, 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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