

September 22, 2016



## **Joe Madison To Broadcast Live From The Dedication of the Smithsonian National Museum of African American History and Culture**

**A major fundraiser for the museum, "Joe Madison The Black Eagle" raised more than \$250,000 hosting a record-breaking 52-hour broadcast on SiriusXM**

**Recognized by the talk media industry, the prominent host placed #8 on Talker Magazine's "2016 Talkers Heavy Hundred"**

NEW YORK, Sept. 22, 2016 /PRNewswire/ -- SiriusXM today announced that talk radio host Joe Madison will broadcast live from the historic dedication of the Smithsonian National Museum of African American History and Culture on September 24, 2016.



Special celebrity guests from the worlds of sports, entertainment, and politics are expected to be part of Madison's broadcast. The special will air Saturday, September 24, 2016, at 9:00 am ET on SiriusXM Urban View channel 126. The museum, which celebrates the many contributions of African Americans to American society, is to be the last museum built on the Mall in Washington, D.C.

"Joe Madison was instrumental in helping get the word out and we want to extend our abundant gratitude to Joe who raised more than \$250,000 for this institution in a record-breaking radio marathon and, to this day, gifts continue to come to the National Museum of African History and Culture as a result of his exposure," said Beverly Morgan-Welch, Associate Director of External Affairs, NMAAHC.

"We are thrilled to announce Joe's live broadcast on an historic day from the National Museum of African American History and Culture in Washington, D.C.," said Dave Gorab, Vice President and General Manager, Talk Programming, SiriusXM. "We look forward to a great radio broadcast as Joe continues to bring SiriusXM listeners the multitude of stories the museum has to share."

Host of "Joe Madison The Black Eagle," the renowned host and human rights activist continues to garner accolades. Madison was recently named a finalist by the National Association of Black Journalists (NABJ) for the documentary *USA & Cuba Reconnected*, based on his historic broadcast from Cuba, the first national American radio talk broadcast from the island nation in more than 50 years. Madison hosted a special record-setting 52-hour broadcast of his SiriusXM show in early 2015 and raised more than \$250,000 for the Smithsonian's National Museum of African American History and Culture. He's a recipient of the *Civil Rights Outstanding Leadership Justice by Action Award* the highest honor given by the National Organization of Black Law Enforcement (NOBLE) and Talker's Magazine placed him at #8 in its "2016 Talkers Heavy Hundred" list. In addition, the New York Festival's 2016 International Radio Program Competition awarded Madison with a Silver Trophy for "Best Regularly Scheduled Talk Program."

A former Executive Director for the NAACP in Detroit, the legendary host uses his daily SiriusXM show to address the issues of the day and challenges himself and SiriusXM listeners to "do something about it," which has translated into jail time for civil disobedience on multiple occasions, and going on hunger strikes in opposition to apartheid in South Africa, genocide and modern-day slavery in Sudan.

"Joe Madison The Black Eagle" is broadcast daily at 6:00 am ET on SiriusXM's Urban View, channel 126. Guests on the show include politicians, writers, and artists.

SiriusXM's Urban View channel offers 24/7 programming about issues affecting the African-American community.

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 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](http://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>.

*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.*

**Source: SiriusXM**

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SOURCE Sirius XM Holdings Inc.