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Joe Madison Signs New Multi-Year Deal with SiriusXM

Madison's daily show will continue to air exclusively on SiriusXM's Urban View channel

Legendary host and human rights activist is a 2017 nominee for induction into The National Radio Hall of Fame

Urban View is the radio home of diverse African American programming on SiriusXM

NEW YORK, May 23, 2017 /PRNewswire/ -- Legendary national talk radio host and human rights activist Joe Madison has signed a new exclusive multi-year contract with SiriusXM.



Under the new long-term agreement, "Joe Madison The Black Eagle" will continue to air daily on SiriusXM's Urban View channel 126, 6:00 am – 10:00 am ET, On Demand and through the SiriusXM app.

SiriusXM listeners can expect to hear the renowned host discuss the political news of the day with leading politicians, newsmakers and experts, and challenge his listeners – and himself – to "do something about it." Widely recognized by the talk media industry, Urban View's marquee host has interviewed an impressive roster of top world leaders - including President Barack Obama and Secretary of State Hillary Clinton on multiple occasions – and regularly welcomes Members of Congress, community leaders, diplomats and other notable guests.

"Joe is the foundation of our Urban View channel, a tireless campaigner for social change and one of the best interviewers working in radio today," said Scott Greenstein, President and Chief Content Office, SiriusXM. "We are thrilled to have him exclusively on SiriusXM and look forward to many more years of great radio with Joe."

"I am very proud of the daily conversations we are having on our daily SiriusXM show," said Joe Madison, SiriusXM host. "At a critical time for our nation, when politics and race relations seem to be the driving forces behind the news, I feel honored to have the continued opportunity to have this influential platform that helps affect change."

A constant participant in the political and national debate, "Joe Madison the Black Eagle" broadcasts from SiriusXM's studios in Washington D.C., furthering the conversation on

national politics, policing, and race relations crafting solutions to the problems plaguing the African American community.

In early 2015, Madison hosted a special record-setting 52-hour broadcast of his SiriusXM show and raised more than \$250,000 for the Smithsonian's National Museum of African American History and Culture and later broadcast live, exclusively, during the museum's historic inauguration. Madison was named a finalist by the National Association of Black Journalists (NABJ) for the documentary *USA & Cuba Reconnected* based on his historic broadcast from Cuba in June 2015, the first national American radio talk broadcast from the island nation in more than 50 years. In addition, he was 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). A former Executive Director for the NAACP in Detroit, Madison has served on the National Board of Directors of the NAACP and is currently a member of the Board of Governors of the American Red Cross.

Madison was recently named a 2017 nominee for induction into the National Radio Hall of Fame and placed #8 in Talkers Magazine 2017 *Heavy Hundred List*. He joined SiriusXM in 2001.

The Urban View channel is the radio home of diverse African American programming on SiriusXM.

For more information on SiriusXM, please visit www.siriusxm.com.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has approximately 31.6 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 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™ and SiriusXM 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 2.8 million subscribers. SiriusXM is also a leading provider of connected vehicles services, 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; interference to our service from wireless operations; consumer protection laws and their enforcement; unfavorable outcomes 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; 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; impairment of our business by third-party intellectual property rights; and changes to our dividend policies which could occur at any time. 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, 2016, 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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