

November 20, 2013



"JFK: 50 Years Later" Launches on SiriusXM to Commemorate the 50th Anniversary of President John F. Kennedy Assassination

Limited-run pop-up channel offers listeners one-stop destination to hear SiriusXM's extensive JFK programming spanning multiple channels and perspectives from hosts and guests including Dan Rather, Sarah Palin, Oliver Stone, Chris Matthews and former Secret Service agent Clint Hill

NEW YORK, Nov. 20, 2013 /PRNewswire/ -- SiriusXM today announced that it is paying tribute to President John F. Kennedy and the 50th anniversary of his assassination with the launch of "JFK: 50 Years Later," a special weekend-long pop-up channel featuring exclusive programming drawn from SiriusXM's multiple talk channels.

(Logo: <https://photos.prnewswire.com/prnh/20101014/NY82093LOGO>)

"JFK: 50 Years Later" debuts at 6:00 am ET on Friday, November 22 and will air through 6:00 am ET on Monday, November 25 on SiriusXM channel 108. The special channel will feature programming drawn from an array of programming airing this week across multiple SiriusXM channels to mark the anniversary of Kennedy's death. "JFK: 50 Years Later" will feature interviews with guests including Oliver Stone, Dan Rather, Chris Matthews, Sarah Palin and Dick Gregory; special broadcasts of two events from Washington, D.C.'s Newseum: "Inside Media: Covering the Kennedy Assassination" featuring journalist Sid Davis and "Eyewitness to History," hosted by CNN's Jake Tapper and featuring former Secret Service agent Clint Hill and Bob Schieffer.

In addition, a variety of SiriusXM hosts including Martha Stewart, Bob Edwards, Dr. Laura, Joe Madison, Cousin Brucie and Fran Tarkenton will share their personal reflections from fifty years ago, the moment they heard the news on November 22, 1963. SiriusXM will also air a special edition of Andrew Wilkow's *The Wilkow Majority*, drawn from his JFK special airing on TheBlaze TV, in which he will share interviews conducted in Dallas with guests including former Dallas deputy sheriff Gene Boone and eyewitness James Tague, whose proximity to the president's motorcade was so close he was hit by bullet fragments.

Listeners nationwide are invited to call in throughout the week to reflect on Kennedy's historical influence with a wide range of SiriusXM hosts and guests.

In addition to "JFK: 50 Years Later," SiriusXM's expansive coverage includes:

SiriusXM P.O.T.U.S./channel 124/non-partisan political talk:

Special broadcast of two events from Washington, DC's Newseum: "Inside Media: Covering the Kennedy Assassination" featuring veteran journalist Sid Davis—one of the only reporters to witness Lyndon B. Johnson's swearing in on Air Force One—will air on Wednesday, November 20 at 9:00 pm, November 23 at 3:00 pm and November 24 at 11:00 am (all times ET). In addition, The Newseum's "Eyewitness to History," a one-hour program hosted by CNN's Jake Tapper featuring interviews with veteran journalist Bob Schieffer and former Secret Service agent Clint Hill will air on Friday, November 22 at 1:00 pm ET, with encore presentations airing November 22 at 9:00 pm, November 23 at 12:00 pm and 8:00 pm and November 24 at 6:00 pm (all times ET).

Throughout the week of November 18, *The Press Pool with Julie Mason* will feature interviews with Kitty Kelley, author of *Capturing Camelot: Stanley Tretick's Iconic Images of the Kennedys*; Bill Minutaglio; author of *Dallas 1963* and Thurston Clarke, author of *JFK's Last 100 Days*. *The Press Pool* airs weekdays from 3:00 – 6:00 pm ET.

The Michael Smerconish Program will honor JFK's life and legacy on Friday, November 22 from 11:00 am – 12:00 pm ET, featuring interviews with former Governor Jesse Ventura, author of *They Killed Our President*; Jeff Greenfield, author of *If Kennedy Lived*; Warren Commission member Howard Willens, author of *History Will Prove Us Right*; historian Larry Sabato, author of *The Kennedy Half Century*; Roger Stone, author of *The Man Who Killed Kennedy: The Case Against LBJ* and Gerald Posner, author of *Case Closed*.

SiriusXM Remembers: SiriusXM hosts including Martha Stewart, Bob Edwards, Joe Madison, Dr. Laura, Cousin Brucie and Fran Tarkenton will share their personal reflections from fifty years ago, the moment they heard the news, on SiriusXM P.O.T.U.S. throughout the week.

Tim Farley—host of *Morning Briefing* and *Midday Briefing*—will offer insight and analysis of this historic day in our nation's history throughout the week, interviewing guests including James L. Swanson, author of *End of Days: The Assassination of John F. Kennedy*; Chris Matthews, author of *Jack Kennedy, Elusive Hero*; Jeff Greenfield, author of *If Kennedy Lived* and Dr. Larry Sabato, author of *The Kennedy Half Century*.

The Bob Edwards Show on Sirius XM Public Radio/XM channel 121/Sirius channel 205:

On Wednesday, November 20, award-winning broadcaster Edwards will explore the life and legacy of our nation's 35th president with longtime CBS News correspondent/former RFK speechwriter Jeff Greenfield, author of the new book *If Kennedy Lived*. On Friday, November 22, Edwards and *Los Angeles Times* columnist Doyle McManus will discuss how the nation reveres JFK as an embodiment of lost optimism, plus Edwards will sit down with veteran PBS anchor Jim Lehrer to discuss *Top Down*, his new novel about two men haunted by their role in the events leading up to the assassination. In addition, Edwards will pay tribute to Lee White: recently deceased, White worked with JFK in his Senate office and later in the White House as the president's assistant special counsel. *The Bob Edwards Show* airs weekdays at 6:00 am, 7:00 am, 8:00 am, 9:00 am, 10:00 am, 2:00 pm and 8:00 pm (all times ET).

Indie/SiriusXM channel 104/engaging talk from original points of view:

Stand Up! with Pete Dominick JFK Week: Throughout the week of November 18, Dominick will examine the life and death of President John F. Kennedy—his prominent family, presidency, assassination and the enduring impact of an American icon—with guests including director Oliver Stone; Director of UVA's Center for Politics Larry Sabato; economist/author Jeffrey Sachs and listeners across the country. *Stand Up! with Pete Dominick* airs weekdays from 6:00 – 9:00 am ET.

SiriusXM Urban View/channel 110/social and political issues from the African-American perspective:

Joe Madison, "The Black Eagle," talks to Dan Rather about his personal, behind-the-scenes account of President Kennedy's Dallas visit, including the sequence of events involving reporting Kennedy's death and how he became the first press member to confirm it to CBS News, approximately 20 minutes before the official announcement from the White House. Aired on Friday, November 22 at 8:20 am ET.

SiriusXM Patriot/channel 125/conservative talk:

On Friday, November 22, SiriusXM Patriot will air a special edition of Andrew Wilkow's *The Wilkow Majority*, drawn from his JFK special airing on TheBlaze TV, in which he will share interviews conducted in Dallas with guests including former Dallas deputy sheriff Gene Boone; eyewitness James Tague, whose proximity to the President's motorcade was so close he was hit by bullet fragments; former WFAA radio reporter Pierce Allman and former *Dallas Morning News* reporter Hugh Aynesworth. *The Wilkow Majority* airs weekdays from 12:00 – 3:00 pm ET. Wilkow is also the host of *Wilkow!* on The BlazeTV.

Sarah Palin interview with Breitbart News Executive Chairman Stephen K. Bannon: special encore presentation of Bannon's interview with Sarah Palin conducted for SiriusXM Patriot's *Breitbart News Sunday JFK* special will air as part of Patriot's *David Webb* show on Friday, November 22. *David Webb* airs weeknights from 9:00 pm – midnight ET.

SiriusXM Progress/channel 127/progressive talk:

Make it Plain host Mark Thompson will interview guests on Thursday, November 21 and Friday, November 22 including longtime civil rights activist/comedian Dick Gregory, Mark Lane, author of the landmark books *Rush to Judgment* and *Plausible Denial*; Lamar Waldron, author of *The Hidden History of the JFK Assassination* and Abraham Bolden—the first African-American presidential Secret Service agent—who was allegedly framed by the Mafia when he tried to tell the Warren Commission staff about Chicago and Tampa assassination attempts on JFK's life. *Make it Plain* airs weeknights from 6:00 – 9:00 pm ET.

For more information, visit www.siriusxm.com.

About SiriusXM

[Sirius XM Holdings Inc.](http://www.siriusxm.com) (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

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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 forms of radio and audio services; our dependence upon automakers; general economic conditions; failure of our satellites, which, in most cases, are not insured; our ability to attract and retain subscribers at a profitable level; royalties we pay for music rights; the unfavorable outcome of pending or future litigation; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; and our substantial 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, 2012, 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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