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SiriusXM Announces Exclusive Programming Celebrating Hispanic Heritage Month

Latin GRAMMY® Award winning singer, songwriter, and actor Carlos Vives sits down for "SiriusXM's ICONOS" series

SiriusXM's "Live from Jazz at Lincoln Center" to broadcast world premiere composition live from internationally celebrated pianist and composer Chucho Valdes

Latin GRAMMY® Award winning pop star Luis Fonsi named the official voice for SiriusXM's Latin pop station, Viva

NEW YORK, Sept. 11, 2014 /PRNewswire/ -- SiriusXM announced today its exclusive programming celebrating Hispanic Heritage Month beginning Saturday, September 13.



The exclusive month-long programming will air across multiple SiriusXM channels and feature specials, interviews and performances by some of today's most emblematic Latin artists.

Seven-time Latin GRAMMY® Award winning singer, songwriter and actor Carlos Vives will sit down in front of a live studio audience for "SiriusXM ICONOS with Carlos Vives," featuring an exclusive Q&A session. Vives, who is set to receive the Hispanic Heritage Foundation "Legend" Award this month for his musical body of work, will discuss his early days as rocker, soap opera actor, musical influences, and his work on behalf of the marginalized populations of Colombia. He will also discuss his most recent album, *Mas + Corazon Profundo*, and how his revisiting of vallenato music catapulted him to international fame.

"SiriusXM ICONOS with Carlos Vives" will air on September 29 on SiriusXM Caliente channel 150 at 5:00 pm ET.

SiriusXM will feature multiple GRAMMY® and Latin Grammy® Award-winning pianist, composer, and arranger Chucho Valdes in the opening concert of the Jazz at Lincoln Center 2014-2015 season with SiriusXM's exclusive weekly show "Live from Jazz at Lincoln Center." The world premiere will also feature percussionist and vocalist Pedrito Martinez,

JALC's Artistic Director Wynton Marsalis, and The Jazz at Lincoln Center Orchestra. In addition, singer, songwriter and social activist Lila Downs will perform songs from her repertoire which fuses traditional Mexican sounds with elements of jazz, blues, soul, African root, and Klezmer. Aired Saturday, September 20 and Saturday, October 11 on SiriusXM Real Jazz channel 67 at 8:00 pm ET.

"We are proud to announce SiriusXM's expansive programming celebrating Hispanic Heritage Month offering listeners a great variety of genre-spanning Latin music for all tastes," said Trinity Colon, VP of Latin Music Programming, SiriusXM. "Listeners nationwide will have some of the best music to sample – from Latin jazz to reggaeton and ballads – all here on SiriusXM."

Additional Hispanic Heritage Month programming will include:

Caliente channel 150:

The tropical music channel will air some of the best performances recorded at SiriusXM's studios including performances by Tito Nieves, Prince Royce, Grupo Niche, 3Ball MTY, Kat DeLuna, Black Eyed Peas' Taboo, Alejandro Sanz, and Cristian Castro. *La Vieja Escuela* host George Nenadich will present a weekly, three-hour special offering an in-depth look into the music of a classic salsa star, and Henry Santos will share his biggest bachata influences. Begins Thursday, September 18 at 12:00 pm ET.

Viva channel 500:

Latin Grammy award winner Lena visits for a special performance; Latin rock singer, songwriter Juanes shares his favorite rock songs; Viva airs interview and performance with Diana Fuentes; Latin Grammy award winning Panamenian rock band Los Rabanes share their party playlist; and, Luis Fonsi, the official voice of the channel during Hispanic Heritage Month, discusses his musical influences. Begins Friday, September 19 at 4:00 pm ET.

Aguila channel 148:

Special interviews and performances by La Reunion Nortena, Alerta Zero, Los Pescadores Del Rio Conchos; Revancha Nortena; and Regional Mexican singer, songwriter Larry Hernandez stops by to guest DJ. Begins Monday, September 15 at 7:00 pm ET.

Latidos channel 520:

Listeners are in for a treat with the broadcast of the best performances at the SiriusXM studios including singers Kany Garcia, Tommy Torres, and Carla Morrison. Begins Friday, September 19 at 2:00 pm ET.

Caricia channel 523:

The channel will dedicate the first three weekends to the most emblematic music of a past decade – the 60s, 70s, and 80s. The final weekend of the month-long celebration will feature an exclusive SiriusXM studio performance by the Gypsy Kings. Begins Saturday, September 20 at 12:00 am ET.

La Kueva channel 540:

SiriusXM's rock en espanol channel features Latin star Juanes' new installment of his monthly show *Fíjate Bien* and interviews with Los Autenticos Decadentes, Bang Data, Ilyia Kuryaki and The Valderramas, Timothy Brownie, Los Babasonicos, and a track by track album tour of the socially conscious *Ama-zonas* by Doctor Krapula. Begins Monday,

September 15 at 4:00 pm ET.

Rumbon channel 533:

SiriusXM's channel for classic salsa enthusiasts devotes each weekend to non-stop music by a different, celebrated salsa singer including Willie Colon, Celia Cruz, Hector Lavoe, Ruben Blades, and an all legends of Fania weekend. Begins Saturday, September 13 at 12:00 am ET.

La Mezcla channel 149:

Cher Lloyd hosts La Mezcla's Power 10; international pop star Inna stops by for a special interview; singer, rapper and producer Sky Blu of LMFAO shares his top party songs and Latin heartthrob Enrique Iglesias hosts a personal countdown special. Begins Friday, September 19 at 6:00 pm ET.

Flow Nacion channel 506:

J Balvin, Fat Joe, Tony Dize, and Alexis & Fido share their reggaeton influences and top ten songs. Airs every Friday during Hispanic Heritage Month; begins September 19 at 8:00 pm ET.

SiriusXM's Hispanic Heritage Month programming is available via satellite and through the SiriusXM Internet Radio App for smartphones and mobile devices.

The SiriusXM Latino channel lineup features ten exclusive commercial-free music channels covering a wide variety of music genres, including **Caliente** (tropical, channel 150), **Rumbon** (classic salsa, channel 533), **Flow Nacion** (Latin hip-hop and Reggaeton, channel 506), **La Kueva** (rock en espanol, channel 540), **Viva** (contemporary pop, channel 500), **La Mezcla** (top hits in English and Spanish, channel 149), **Aguila** (regional Mexican, channel 151), **Caricia** (classic ballads in English and Spanish, channel 523), **Latidos** (romantic love songs from the 90s to today, channel 520), **Luna** (Latin jazz, channel 530) and more.

Listeners can register for a [7-day trial](#) and access these channels online through [SiriusXM Internet Radio](#) and through the [SiriusXM Internet Radio App](#) for smartphones and mobile devices.

For more information, please visit www.siriusxm.com/latino.

About SiriusXM

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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 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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