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Distinguished PGA Professional Bob Ford Joins SiriusXM PGA TOUR Radio

"Playing for Pride with Bob Ford" debuts this January

Ford will interview the best amateur players around the country and offer tips to highly skilled players looking to elevate their game and play more competitively

NEW YORK, Oct. 28, 2014 /PRNewswire/ -- SiriusXM has signed Bob Ford, widely considered the preeminent club professional in America, to host a new show on [SiriusXM PGA TOUR Radio](#) (XM channel 93, Sirius channel 208) that will focus on the highly competitive ranks of amateur golf and showcase some of the best non-professional players in the country.



Ford, who is the head professional at two of the most prestigious golf clubs in the country – Oakmont CC outside Pittsburgh and Seminole GC in Juno Beach, FL – will make his debut in January and host monthly throughout the year. On the show he will interview some of the most successful amateur golfers from around the U.S. These are players with careers away from the golf course who have maintained the skill required to compete and win local and national amateur competitions, and have also qualified to play in select tournaments against the world's best pros.

Ford, one of the most respected teachers in the game, and his guests will discuss amateur competitions and their approach to the game. Ford will also offer advice to those highly skilled recreational players who aspire to raise their game and play more competitively.

"I'm really excited to be involved with SiriusXM and to have the opportunity to bring the game closer to fans and players," said Ford. "To speak with some of our great amateurs in the game about their experiences and how they managed to walk amongst the great players of the game, and still work and raise a family at the same time, will be fun and informative for a lot of our listeners."

"Bob is one of the most highly-regarded people in the game of golf and he has helped countless players – from pros to weekend players – raise the level of their play," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "On SiriusXM PGA TOUR Radio, Bob and his guests will have a nationwide platform to share their knowledge and insight into great amateur play, and in the process inspire those dedicated golfers from all walks of life."

Ford is universally admired for his skill as both a teacher and competitive player, and for his ability to manage the day-to-day responsibilities of a club pro – running tournaments, merchandising and serving as an ambassador for the game. He was hired as an assistant at Oakmont in 1975 and four years later took over the head pro position after his mentor, Lew Worsham, retired. He has remained at Oakmont for the duration of his career and took on the additional role of head pro at Seminole – where he works every winter - in 1999. He has seen five major championship tournaments and a U.S. Amateur event played at Oakmont during his time there as head pro, and he will be the director of golf when the U.S. Open returns to the course in 2016.

The PGA of America has honored him with several awards including National Player of the Year (1988), National Professional of the Year (1987), National Merchandiser of the Year (1985, 1997), and he was inducted into the PGA National Hall of Fame in 2005.

Ford has competed in 10 PGA Championships and three U.S. Opens and finished 26th in the 1983 U.S. Open at Oakmont. Locally, he has been a dominant player in the Tri-State section of the PGA of America, where he has won numerous tournaments and been named "Player of the Year" nine times. In 2006 he won the Tri-State PGA Senior Championship with scores of 68-62 to win with a record score of 14-under.

SiriusXM PGA TOUR Radio offers live golf play-by-play of PGA TOUR events and major championships. This year the channel unveiled an expanded programming lineup that offers the best daily golf talk, news, analysis and instruction on radio. In addition to Ford, hosts on the channel include World Golf Hall of Fame members Ben Crenshaw, Fred Couples and Hubert Green, Henrik Stenson, Ian Poulter, Annika Sorenstam, Chris DiMarco, Rich Beem, Hank Haney, David Leadbetter, Jim McLean, Mark Carnevale, John Maginnes, Carl Paulson, Dennis Paulson, Matt Adams, Brian Katrek, Sandy McIlree, Larry Rinker, Lorne Rubenstein, Ben Shear, John Swantek, Jeff Warne, Greg Warmoth and Taylor Zanzour. Listeners can also hear Golf Channel programming. Visit www.SiriusXM.com/SiriusXMPGATOURRadio for a daily schedule.

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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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