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SiriusXM to Broadcast Exclusive Live Town Hall Event with Pitbull

International superstar to answer questions in front of SiriusXM listeners and fans on the launch date of his latest, 'Globalization'

In-studio Q&A special will air on SiriusXM Hits 1

NEW YORK, Nov. 20, 2014 /PRNewswire/ -- SiriusXM announced today that global music superstar Pitbull will sit down for an intimate Q&A session with an audience of SiriusXM listeners and fans for the SiriusXM "Town Hall" series on Monday, November 24, the day his highly anticipated album, *Globalization*, goes on sale.



Moderated by SiriusXM Hits 1's *The Morning Mash Up* hosts Nicole Ryan, Stanley T, Rich Davis and Ryan Sampson, "SiriusXM's Town Hall with Pitbull" will air live on Monday, November 24 at 7:00 pm ET on SiriusXM Hits 1 and through the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at siriusxm.com. For rebroadcast times, please visit www.siriusxm.com/townhall.

Inside SiriusXM's Fishbowl studios, listeners and fans will have the opportunity to ask Pitbull questions about his successful musical career, his new album, and his upcoming SiriusXM music channel.

"We are very excited to have Pitbull in our studios with a few lucky fans and millions of listeners across the country to celebrate the release of his latest album, *Globalization*," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Our listeners and Pitbull fans will get the unique opportunity to get up close and personal as he discusses his new album and shares details about a career that has made him a true global superstar."

"I want to thank SiriusXM for the opportunity to present *Globalization* to my fans, up close and personal," said Pitbull. "We will also get a chance to showcase all new songs and ones that have been hits around the globe – so, preparense [get ready] y daleeeeeee."

"SiriusXM's Town Hall with Pitbull" is part of SiriusXM's "Town Hall" series, featuring iconic musicians and figures sitting down with a studio audience of SiriusXM listeners. Previous "SiriusXM Town Hall" specials have featured Bruce Springsteen, Lady Gaga, Katy Perry, Jennifer Lopez, Juanes, Gloria Estefan, Pele, Billy Crystal, Quentin Tarantino, Carol Burnett, Tom Petty, Willie Nelson, KISS, Coldplay, Juan Luis Guerra, Hugh Jackman, Dolly Parton, the surviving members of Nirvana, Gregg Allman, Usher and Tony Hawk.

SiriusXM previously announced it has joined with Pitbull to create a channel exclusively for SiriusXM listeners featuring music by the international pop star, his personal musical selections, and a weekly show hosted by the star. Pitbull's channel is scheduled to debut in early 2015.

Armando Christian Perez, known around the world as Pitbull, is an internationally successful musician, performer, business entrepreneur, fashion icon and actor. His career sales have exceeded 5 million albums and 60 million singles worldwide. Pitbull has scored #1 hits in more than 15 countries, his videos have over 6 billion views, and his social media reach matches audiences of some television networks. After hosting the American Music Awards for the second time, Pitbull will release his eighth studio album, *Globalization* on November 24. Pitbull's world tours have sold out concerts in North and South America, Europe and the Far East. He recently wrapped up the first leg of a co-headlining arena tour of the U.S. and Canada with Enrique Iglesias. The tour will resume in January 2015. A burgeoning entrepreneur, Pitbull has his own line of premium vodkas (Voli); partnerships with Playboy Enterprises and premier fragrances for men and women. He recently announced an exclusive production deal with Endemol North America, which includes the launch of his own production company, called Honey I'm Home. Pitbull will close out the year with his New Year's Eve special.

After the broadcast, "SiriusXM's Town Hall with Pitbull" will be available on SiriusXM On Demand for subscribers listening via the [SiriusXM Internet Radio App](#) or smartphones and other mobile devices or online at [siriusxm.com](#). Visit [www.siriusxm.com/ondemand](#) for more info on SiriusXM On Demand.

For more information on SiriusXM, please visit [www.siriusxm.com](#)

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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Media Contact:

Michelle Dominguez

Michelle.Dominguez@siriusxm.com

212-901-6792

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