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Dwight Yoakam to Launch Exclusive SiriusXM Channel

Dwight Yoakam and The Bakersfield Beat, channel curated by Dwight Yoakam, to launch in the spring

Dwight Yoakam's SiriusXM channel to take over SiriusXM's Prime Country channel as a special preview on Friday, February 23 through Monday, February 26

NEW YORK, Feb. 22, 2018 /PRNewswire/ -- SiriusXM announced today that multiple GRAMMY Award-winner and country music icon, Dwight Yoakam, will launch an exclusive SiriusXM channel, **Dwight Yoakam and The Bakersfield Beat**"Where Country Went Mod."



Dwight Yoakam and The Bakersfield Beat, a channel curated by Dwight Yoakam, will feature music from Yoakam's extensive career as well as his musical friends.

Yoakam's SiriusXM channel will celebrate the Bakersfield sound and those whom it has inspired including Buck Owens, Wynn Stewart, Tommy Collins, The Byrds, The Flying Burrito Brothers, Eagles, The Blasters, Lucinda Williams and more. The channel will encompass all that is California country and country rock, in all of its various and varietal hybrid forms, from Ricky Nelson to Emmylou Harris and Linda Ronstadt and will also include artists from the movement in LA in the early to middle 80s that Yoakam broke out of, and will feature bands as diverse as X, Lone Justice and Los Lobos. This movement was encapsulated on the series of albums titled, *A Town South of Bakersfield*, and has led variations over time to the current continuing country scene in LA, all of which Yoakam has dubbed as a segment for his channel entitled "That Town South of Bakersfield: "From Cow Punks To Now Punks."

SiriusXM's Dwight Yoakam and The Bakersfield Beat will launch in the spring. SiriusXM subscribers will be able to listen to the channel on select SiriusXM radios, and those with streaming access can listen online, on-the-go with the SiriusXM mobile app and at home on a wide variety of connected devices including smart TVs, Amazon Alexa devices, Apple TV, PlayStation, Roku, Sonos speakers and more. Go to www.SiriusXM.com/streaming to learn more.

"Dwight's musical career was so heavily influenced by the Bakersfield sound and he returned the compliment by producing decades of critically acclaimed music," said Scott Greenstein, President and Chief Content Office of SiriusXM. "A full-time channel of Dwight

Yoakam and The Bakersfield Beat added to our already powerful and diverse country music lineup is a potent addition SiriusXM country music fans will love."

As a special preview, Dwight Yoakam and The Bakersfield Beat, will take over SiriusXM's Prime Country starting Friday, February 23 at 5:00 pm ET through Monday, February 26 at 3:00 am ET on channel 58.

In addition to his musical career, Yoakam is a respected film and television actor, whose films include *Sling Blade* and *The Newton Boys*. In 2016, he appeared in David E. Kelley's Amazon series, *Goliath*, and most recently in director Steven Soderbergh's feature, *Logan Lucky*, with Channing Tatum and Daniel Craig.

Dwight Yoakam and The Bakersfield Beat, is an example of SiriusXM channels created with iconic and leading artists, including Eminem's Shade 45, Bruce Springsteen's E Street Radio, The Beatles Channel, Jimmy Buffett's Radio Margaritaville, Garth Brooks' The Garth Channel, Willie Nelson's Willie's Roadhouse, Kenny Chesney's No Shoes Radio, Tom Petty Radio, Pearl Jam Radio, B.B. King's Bluesville, Elvis Radio, Siriusly Sinatra, and Ozzy Osbourne's Ozzy's Boneyard.

For more information on Dwight Yoakam, visit www.dwightyoakam.com.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has approximately 32.7 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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