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# Lynyrd Skynyrd to Perform Exclusive Concert in Atlanta for SiriusXM

**Intimate, special performance ahead of their final tour to air on "Free Bird," Lynyrd Skynyrd's Southern Rock Channel**

NEW YORK, Feb. 22, 2018 /PRNewswire/ -- SiriusXM announced today that **Lynyrd Skynyrd** will perform a special invitation-only show for SiriusXM on Thursday, March 15 at the Buckhead Theatre in Atlanta. The exclusive performance for SiriusXM subscribers will feature Lynyrd Skynyrd playing music from throughout their career before the band embarks on its two-year farewell tour, *Last of the Street Survivors Farewell Tour*.



"Free Bird," Lynyrd Skynyrd's own Southern Rock channel on SiriusXM, will launch on Friday, March 2 and run through Saturday, March 31 on channel 30, available on satellite radios and on the SiriusXM app. "Free Bird" will showcase music from Lynyrd Skynyrd's extensive Rock & Roll Hall of Fame career, including its acclaimed rock anthems and live performances. Additionally, the channel will feature exclusive stories and insights, and shows hosted by band members Gary Rossington, Rickey Medlocke and Johnny Van Zant. The channel will also include southern rock classics from an array of artists, including The Allman Brothers Band, The Marshall Tucker Band, 38 Special, Molly Hatchet, Blackfoot, ZZ Top and many more.

"Very excited to have SiriusXM support Lynyrd Skynyrd's music and history and to include some of our friends and musical influences on our own channel! Can't wait to share the music and our stories with our generations of fans," said Gary Rossington.

"We are excited to bring our subscribers and a national broadcast audience a great night of music in Atlanta from the world's ultimate Southern Rock band," said Steve Blatter, Senior Vice President and General Manager, Music Programming, SiriusXM. "This special concert, along with Lynyrd Skynyrd's "Free Bird" channel, are the latest example of SiriusXM's commitment to providing our audiences with targeted, timeless music programming and live performances that we know they will love."

Lynyrd Skynyrd's exclusive concert for SiriusXM in Atlanta will air live on Thursday, March 15 at 9:00 pm ET on "Free Bird," Lynyrd Skynyrd's Southern Rock Channel, on channel 30, on satellite radios and on the SiriusXM app.

The 2018 leg of Lynyrd Skynyrd's final tour, *Last of the Street Survivors Farewell Tour*, presented by SiriusXM and produced by Live Nation, will kick off Friday, May 4 in West Palm

Beach, FL at the Coral Sky Amphitheatre and will wrap Saturday, September 1 in Atlanta, GA at the Cellairis Amphitheatre at Lakewood.

Subscribers will have the opportunity to win tickets to this private SiriusXM performance through an invitation sent by email. Plus subscribers since February 8, 2018 will be able to enter for the chance to win a trip to Atlanta, GA including airfare, hotel stay and a pair of tickets to SiriusXM Presents Lynyrd Skynyrd at the Buckhead Theatre. See Official Rules for complete details at [siriusxm.com/FreeBird](http://siriusxm.com/FreeBird).

SiriusXM subscribers will be able to listen to "Free Bird," Lynyrd Skynyrd's Southern Rock Channel, on ch. 30, 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](http://www.SiriusXM.com/streaming) to learn more.

For more information on Lynyrd Skynyrd, please visit [www.lynyrdskynyrd.com](http://www.lynyrdskynyrd.com).

### **About Lynyrd Skynyrd**

Original members Ronnie Van Zant, Bob Burns, Allen Collins, Gary Rossington, and Larry Junstrom formed the band in 1964, originally known as My Backyard, the band changed to its famous name in the early 1970s, and became popular in the Jacksonville, FL area, where the original members were from. They signed with Sounds of the South Records in 1972, and released their self-titled disc the following year. The album that featured "Free Bird," arguably the most-recognized single in the Southern Rock genre, has sold more than 2 million units since its release. Later down the road the band recorded iconic tracks "Sweet Home Alabama" and "What's Your Name."

The band's story took a tragic turn in October 1977 when a plane crash took the lives of Van Zant, Steve Gaines, backup singer Cassie Gaines, and several of their road crew. The band took a decade-long hiatus before reuniting for a tour and live album, *Southern by the Grace of God*. Since then, the band has toured and recorded extensively, with their most recent release being *Last Of A Dyin' Breed*. The band's current line-up includes original member Rossington, Johnny Van Zant, Rickey Medlocke, Mark "Sparky" Matejka, Michael Cartellone, Keith Christopher, Peter Keys, Dale Krantz Rossington and Carol Chase. The band was inducted into the Rock and Roll Hall of Fame in 2006.

### **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](http://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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