

March 18, 2014



## **SiriusXM Celebrates 10 Years of Ultra Music Festival Coverage with "UMF Radio" Live from Miami Music Week**

**Exclusive limited-run channel will feature live DJ sets from Ultra Music Festival from artists including Above & Beyond, Afrojack, Armin van Buuren, Avicii, Borgore, Carnage, Cedric Gervais, Danny Avila, David Guetta, Fedde Le Grand, Gareth Emery, Hardwell, Kaskade, Krewella, Martin Garrix, Mat Zo, Nicky Romero, Sander van Doorn, Showtek, Steve Angello, Tiesto, W&W and Zedd**

**SiriusXM's Music Lounge to broadcast live DJ sets and interviews with Tiesto, Hardwell, Armin van Buuren and others**

NEW YORK, March 18, 2014 /PRNewswire/ -- SiriusXM announced today that it will launch "UMF Radio," (Ultra Music Festival Radio), the limited-run, 24/7, commercial-free channel featuring performances, DJ sets and interviews with the world's most popular DJs, producers and international dance music artists live from Miami at Ultra Music Festival, the world famous outdoor electronic dance music festival. This is the 10<sup>th</sup> year SiriusXM has broadcast live sets from Ultra Music Festival.



SiriusXM's "UMF Radio" will air on SiriusXM's Electric Area, via satellite on channel 52, and through the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at [siriusxm.com](http://siriusxm.com). For rebroadcast times, please visit [www.siriusxm.com/electricarea](http://www.siriusxm.com/electricarea). The "UMF Radio" channel will launch on Friday, March 21 at 12:00 pm ET.

"SiriusXM listeners will feel as if they are in Miami as we offer exclusive access to some of the world's most acclaimed DJs and the intense Miami EDM atmosphere through our coverage of live sets, specialty shows and private events," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "We are continually adding to our extensive lineup of electronic dance music programming, and Ultra Music Festival gives us an opportunity to over deliver to EDM fans live from Miami. We will offer our listeners unique, in-depth coverage of the world famous festival that no other audio entertainment outlet can or does."

The limited-run channel will broadcast live DJ sets from Ultra Music Festival by artists such as Above & Beyond, Afrojack, Armin van Buuren, Avicii, Carl Cox, Carnage, David Guetta,

DJ Snake, Fedde Le Grand, Gareth Emery, Hardwell, Kaskade, Krewella, Laidback Luke, Luciano, Martin Garrix, Mat Zo, MOTi, New World Punx (Ferry Corsten & Markus Schulz), Nicky Romero, Rebecca & Fiona, RiotGear, Sander van Doorn, Showtek, Steve Angello, Sunnery James & Ryan Marciano, Tiesto, Tommie Sunshine, W&W, Zedd, 3LAU and many more.

"UMF Radio" will also feature DJ sets and interviews live from the SiriusXM Music Lounge in Miami from Wednesday, March 26 through Friday, March 28.

### **SiriusXM Music Lounge Schedule:**

#### **Wednesday, March 26 from 1:00-6:00 pm ET on "UMF Radio" and Tiesto's Club Life Radio**

Tiesto's Club Life Radio 3<sup>rd</sup> Annual Celebration featuring Martin Garrix, DJ Snake, Carnage, Seven Lions, Dzeko & Torres and MOTi

#### **Thursday, March 27 from 1:00-6:00 pm ET on "UMF Radio"**

Hardwell presents Revealed Takeover alongside W&W, Dyro, Dannic and Deorro

#### **Friday, March 28 from 1:00-6:00 pm ET on "UMF Radio"**

Armin van Buuren and Friends' Armada Takeover alongside Cedric Gervais, Audien, Orjan Nilsen and Andrew Rayel

After Ultra Music Festival, SiriusXM's "UMF Radio" channel will feature highlights from this year's Fest and will be available through the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at [siriusxm.com](http://siriusxm.com).

*UMF Radio* is also a weekly show on SiriusXM's Electric Area channel. The two-hour weekly show features a mix of the genre's most prominent and up-and-coming artists. *UMF Radio* airs Fridays from 6:00—8:00 pm ET.

In 2012, Tiesto launched his SiriusXM channel, Tiesto's Club Life Radio, with a special live DJ set for SiriusXM listeners at the SiriusXM Music Lounge in Miami during Miami Music Week.

Tiesto's Club Life Radio, created and curated by Tiesto, features a variety of electronic dance music including progressive, electro, trance, bass, tech and house, hand-selected by the world-renowned DJ and producer. Other superstar and up and coming DJs also appear on the channel, including Baggi Begovic, Danny Avila, Hardwell, Nari & Milani, Tommy Trash, Tube & Berger and others.

Electric Area plays electronic dance music, house, trance, electro, dubstep, progressive, trap, and more, along with the biggest DJs in the world. Listeners will hear Above & Beyond, Afrojack, Armin van Buuren, Arty, A-Trak, Avicii, Axwell, Bingo Players, Borgore, Carl Cox, Carnage, Cedric Gervais, Chuckie, The Crystal Method, Danny Avila, deadmau5, Deniz Koyu, EDX, Fedde Le Grand, Ferry Corsten, Gareth Emery, Hardwell, Josh Wink, Mark Knight, Markus Schulz, Mat Zo, MYNC, Nicky Romero, Paul Oakenfold, Pretty Lights, Quintino, R3hab, Robbie Rivera, Rony Seikaly, Sander van Doorn, Sidney Samson, Steve Angello, Steve Aoki, Thomas Gold, Tiesto, Tritonal, W&W and others.

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

## **About SiriusXM**

[Sirius XM Holdings Inc.](http://www.siriusxm.com) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 25.6 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S. and from retailers nationwide as well as at [shop.siriusxm.com](http://shop.siriusxm.com). SiriusXM programming is available through the [SiriusXM Internet Radio](http://www.siriusxm.com) App for smartphones and other connected devices as well as online at [siriusxm.com](http://www.siriusxm.com). SiriusXM also provides premium traffic, weather, data and information services for subscribers in cars, trucks, RVs, boats and aircraft through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™, SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, and XMWX Marine™. SiriusXM holds a minority interest in [SiriusXM Canada](http://www.siriusxm.com) which has more than 2 million subscribers.

On social media, join the SiriusXM community on [Facebook](https://www.facebook.com/siriusxm), [Twitter](https://twitter.com/siriusxm), [Instagram](https://www.instagram.com/siriusxm), and [YouTube](https://www.youtube.com/siriusxm).

*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.*

P-SIRI

Contact for SiriusXM:

Samantha Bowman

212 901 6644

[samantha.bowman@siriusxm.com](mailto:samantha.bowman@siriusxm.com)

Logo - <https://photos.prnewswire.com/prnh/20101014/NY82093LOGO>

SOURCE Sirius XM Holdings Inc.