

October 27, 2014



## **SiriusXM Offers Extensive Coverage of 2014-15 NBA Season**

**Live broadcasts of every game from Opening Night through NBA Finals**

**SiriusXM NBA Radio channel delivers daily NBA talk, news and analysis**

**Antonio Davis, Eddie Johnson and Kevin Harlan join Mike Dunleavy, Sr., Nancy Lieberman, Stacey King, Malik Rose, Kenny Smith and Mateen Cleaves on roster of analysts**

NEW YORK, Oct. 27, 2014 /PRNewswire/ -- SiriusXM will provide subscribers nationwide all-encompassing coverage of the 2014-15 NBA season, offering live play-by-play of every game from Opening Night through the NBA Finals, plus daily in-depth talk and analysis on SiriusXM NBA Radio.



The NBA begins its 69<sup>th</sup> season on Tuesday, October 28, with a tripleheader featuring the defending NBA Champion San Antonio Spurs hosting the Dallas Mavericks (8:00 pm ET), the New Orleans Pelicans hosting the Orlando Magic (8:00 pm ET) and the Los Angeles Lakers hosting the Houston Rockets (10:30 pm ET). Channels for these and future games on SiriusXM can be found at [www.siriusxm.com/nba](http://www.siriusxm.com/nba).

NBA programming is available to subscribers with XM Select, Sirius Premier or Sirius All-Access plans. Those satellite radio subscribers who add [SiriusXM Internet Radio](#) access to their subscription also get access to every team's official radio broadcast for every game on the SiriusXM Internet Radio App and online.

[SiriusXM NBA Radio](#) (XM channel 86, Sirius channel 207) enters its second season offering fans the most extensive and in-depth NBA coverage available on radio. The channel offers live game broadcasts and a daily schedule of NBA-focused news and talk from an unparalleled roster of hosts.

New to the roster of analysts this season will be former All-Star forward Antonio Davis, former Kings/Suns/Sonics guard-forward Eddie Johnson and veteran broadcaster Kevin Harlan.

Returning analysts include former star players and coaches such as former NBA player/head coach/executive Mike Dunleavy, Sr., former NBA Champion players Stacey King, Malik Rose and Kenny Smith; Hall of Famer and women's basketball pioneer Nancy Lieberman;

and former NBA guard Mateen Cleaves. They will be joined on air by hosts Mark Boyle, Brian Geltzeiler, Jason Goff, Frank Isola, Joel Meyers, Justin Termine, Gerald Brown and Howie C.

NBA fans can call in to discuss the latest headlines and weigh in with their opinions on the issues of the day. The channel will also feature regular interviews with current players and coaches as well as NBA legends, on-location broadcasts from special events, programming focused on the history of the game, and more.

### **About SiriusXM**

[Sirius XM Holdings Inc.](#) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has more than 26.3 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](#). SiriusXM programming is available through the [SiriusXM Internet Radio](#) App for smartphones and other connected devices as well as online at [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](#) which has more than 2 million subscribers.

On social media, join the SiriusXM community on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

*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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