

January 27, 2015



# **SiriusXM Announces Sports and Entertainment Programming for Super Bowl Week**

**Subscribers get 10 broadcasts of Super Bowl XLIX in eight languages**

**SiriusXM NFL Radio, Mad Dog Sports Radio, SiriusXM Fantasy Sports Radio, SiriusXM Bleacher Report Radio, The Foxxhole and other channels to broadcast live from Arizona**

**Jamie Foxx, Jenny McCarthy, Joel & Victoria Osteen, Fred Couples, Stephen A. Smith and Sway Calloway to host live shows from Radio Row in downtown Phoenix on Jan. 30**

NEW YORK, Jan. 27, 2015 /PRNewswire/ -- SiriusXM, the Official Satellite Radio Partner of the NFL, announced today its broadcast plans for Super Bowl Week in Phoenix, Arizona, through February 1. Subscribers will get access to 10 different game broadcasts of Super Bowl XLIX in eight languages plus a wide-ranging mix of sports, entertainment and music programming.



On Sunday, February 1 (6:00 pm ET), SiriusXM will offer live coverage of Super Bowl XLIX from University of Phoenix Stadium in Glendale, AZ. Subscribers who have [SiriusXM Internet Radio](#) access in addition to their satellite radio subscription can also listen to the game via the SiriusXM Internet Radio App and at [SiriusXM.com](#).

- New England Patriots team broadcast - Sirius 85 / XM 85 / Online 818
- Seattle Seahawks team broadcast - Sirius 93 / XM 225 / Online 826
- National radio broadcast – Sirius 88 / XM 88 / Online 88
- Spanish language broadcast – Sirius 157 / XM 232 / Online 966
- Hungarian broadcast - Sirius 136 / XM 231 / Online 965
- Japanese broadcast – Sirius 138 / XM 227 / Online 961
- French broadcast – Sirius 132 / XM 226 / Online 960
- Portuguese broadcast – Sirius 134 / XM 230 / Online 964
- Chinese broadcast – Sirius 135 / XM 229 / Online 963
- German broadcast – Sirius 92 / XM 228 / Online 962

During the Pepsi Super Bowl XLIX Halftime Show, SiriusXM will offer listeners a broadcast of

the on-field musical performance by Katy Perry with special guest performer Lenny Kravitz on SiriusXM Hits 1.

SiriusXM NFL Radio (channel 88) will broadcast live every day from the NFL's Radio Row in downtown Phoenix, offering listeners the latest news and expert analysis, plus dozens of interviews with players, coaches, league executives and celebrities in town for the event. SiriusXM NFL Radio features an unparalleled roster of hosts in town for the event that includes **Gil Brandt, Tim Brown, Rich Gannon, Pat Kirwan, Jim Miller, Ross Tucker, Carl Banks, Takeo Spikes, Bob Papa, Alex Marvez, Bruce Murray, Howard Balzer** and others.

In addition to SiriusXM NFL Radio's coverage, subscribers will get special programming from SiriusXM's other sports, entertainment and music channels.

## **SPORTS**

SiriusXM's Mad Dog Sports Radio (channel 85) will broadcast live from Radio Row throughout the week, featuring the new **Stephen A. Smith Show** (1:00 pm ET/11:00 am MT), **Mad Dog Unleashed with Christopher Russo** (3:00 pm ET/1:00 pm MT), and **Schein on Sports with Adam Schein** (10:00 am ET/8:00 am MT).

Oakland Raiders running back **Maurice Jones-Drew** will be on Radio Row to host his SiriusXM Fantasy Sports Radio show, *Runnin' with MJD*, live on Thursday at 2:00 pm ET/12:00 pm MT and again on Friday at 3:00 pm ET/1:00 pm MT (XM 87, Sirius 210).

**SiriusXM Bleacher Report Radio** (Sirius 93, XM 208) will broadcast from Radio Row Wednesday through Friday presenting shows hosted by Nicole Zaloumis, Ric Bucher and Kirk Morrison (10:00 am ET/8:00 am MT) and Jason Goff joined by rotating hosts including Matt Bowen and Matt Miller (3:00 pm ET/1:00 pm MT).

**Fred Couples**, the 1992 Masters Champion and a devoted Seahawks fan, will host a special edition of his SiriusXM PGA TOUR Radio show from Radio Row on Friday at 5:00 pm ET/3:00 pm MT (Sirius ch. 208, XM ch. 93).

## **ENTERTAINMENT/TALK/MUSIC and MORE**

On Friday, January 30, SiriusXM's set on Radio Row will showcase a star-studded lineup.

**Jamie Foxx** will bring his exclusive comedy and entertainment channel, The Foxxhole (ch. 96), to Radio Row where he will host a special live broadcast starting at 3:00 pm ET/1:00 pm MT.

**Jenny McCarthy** will host a special edition of her show, *Dirty, Sexy, Funny*, live from Radio Row starting at 2:00 pm ET/12:00 pm MT (Entertainment Weekly Radio, channel 105). Additionally, on Super Bowl Sunday, Jenny will be live tweeting throughout the game from SiriusXM's official Twitter feed, @SiriusXM, sharing her thoughts on the action on the field, the halftime show and more.

**Joel and Victoria Osteen**, the renowned inspirational figures and pastors of Lakewood Church, will host a special show live from Radio Row starting at 1:00 pm ET/11:00 am MT (Joel Osteen Radio, channel 128).

**Sway Calloway** will host *Sway in the Morning*, his live weekday show on Eminem's Shade 45 channel, from Radio Row on Thursday and Friday at 10:00 am ET/8:00 am MT (channel 45).

*Covino & Rich*, hosted by **Steve Covino** and **Rich Davis** on Indie (channel 102), will broadcast from various hotspots around Phoenix.

Business Radio host **Kenneth Shropshire** will anchor the *Wharton Sports Business Show* live from Radio Row today at 4:00 pm ET/2:00 pm MT. (Business Radio Powered by The Wharton School, SiriusXM channel 111).

**Dave LaGreca** and **Doug Mortman** will host their wrestling show, *Busted Open*, live from Radio Row on Wednesday at 2:00 pm ET/12:00 pm MT (SiriusXM Sports Zone, ch. 92).

Additionally, throughout Super Bowl Week, SiriusXM will offer a special pop-up channel entirely dedicated to Super Bowl XLIX. **Super Bowl XLIX Radio** (Sirius ch. 219, XM ch. 205) will air Thursday night through kickoff and showcase a variety of programming including highlights from all of SiriusXM's original programming originating from Phoenix, plus NFL-provided schedules and updates to keep fans informed about Super Bowl entertainment and planning options.

SiriusXM will also launch a limited run channel dedicated to airing popular sports anthems. Starting on Saturday, January 31 at 6:00 am ET, channel 147 will feature songs often played to fire up the fans at sporting events across the country, including well-known tunes by Guns n' Roses, AC/DC, The White Stripes and more.

As the Official Satellite Radio Partner of the NFL, SiriusXM broadcasts every NFL game live nationwide, from the preseason through the Pro Bowl and Super Bowl. Visit [www.siriusxm.com](http://www.siriusxm.com) for more information.

### **About SiriusXM**

[Sirius XM Holdings Inc.](http://www.siriusxm.com) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 27.3 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](http://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](http://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. SiriusXM is also a leading provider of connected vehicles services to major automotive manufacturers, 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.

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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