

February 5, 2015



## **SiriusXM to Launch "African Ancestry Radio"**

**Launched in celebration of Black History Month, limited-run, live weekly show seeks to pinpoint heritage and inspire through knowledge of the past**

**Debut of the three-week series to feature Louis Gossett Jr. and Aunjanue Ellis as special guests**

NEW YORK, Feb. 5, 2015 /PRNewswire/ -- SiriusXM today announced the launch of "African Ancestry Radio," a three-week series of live, call-in shows during which the hosts help listeners and celebrities of African descent in their quest to reconnect with their heritage.



Hosted by Gina Paige, co-founder of African Ancestry, and award-winning producer Shirley Neal, "African Ancestry Radio" will launch live on Sunday, February 8 at 12:00 pm ET on SiriusXM Urban View channel 126 with Louis Gossett Jr. and Aunjanue Ellis as their first celebrity guests. Launched in celebration of Black History Month, the show will feature the hosts leading the conversation on heritage and guiding SiriusXM listeners of African descent looking to more accurately and reliably trace their roots.

In addition, "African Ancestry Radio" will feature discussions on how a person's roots influence personality, who they are and how they act. Each show will include at least one celebrity guest who has previously taken the tests and whose African ancestry will be revealed during the broadcast.

"'African Ancestry Radio' promises to be enlightening, empowering, and inspirational for SiriusXM listeners across the country," said Dave Gorab, Vice President and General Manager, Talk Programming, SiriusXM. "We are pleased to present this exclusive series as part of our special programming commemorating Black History Month."

After the broadcast, "African Ancestry Radio" will be available on SiriusXM On Demand for subscribers listening via the SiriusXM Internet Radio App for smartphones and other mobile devices or online at [siriusxm.com](http://siriusxm.com). Visit [www.siriusxm.com/ondemand](http://www.siriusxm.com/ondemand) for more information.

Gina Paige is co-founder of African Ancestry, Inc., pioneering a new way of tracing African lineage using genetics. Paige resides in Washington, D.C. and holds a degree in Economics from Stanford University and an MBA from the University of Michigan's Ross School of

Business.

Shirley Neal is an Emmy-Award winning television and film producer whose programming has aired on major broadcast and cable television outlets. She currently helms her own production company, Park Hill Entertainment.

SiriusXM Urban View features conversation, information, inspiration, empowerment, motivation and companionship from the African-American perspective.

Founded in 2003, African Ancestry Inc. pioneered genetics ancestry tracing for people of African descent across the world demystifying African roots for more than 100,000 people including icons such as The King Family, Oprah Winfrey, Isaiah Washington, Condoleezza Rice, Nas, Samuel L. Jackson and Andrew Young. It was featured in the ground-breaking PBS specials *African American Lives* and *Finding Your Roots with Dr. Henry Louis Gates, Jr.*

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

For more information on African Ancestry, visit [www.africanancestry.com](http://www.africanancestry.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 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](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. 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](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.*

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