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SiriusXM Announces Broadcast Coverage for DAYTONA 500

Fans nationwide get live broadcast of 57th DAYTONA 500 on Feb. 22, plus multiple channels carrying in-car audio of drivers

Extensive coverage from the track on race day and throughout Speedweeks on SiriusXM NASCAR Radio channel 90

NEW YORK, Feb. 17, 2015 /PRNewswire/ -- SiriusXM, the Official Satellite Radio Partner of NASCAR, will offer listeners comprehensive coverage of the 57th running of the DAYTONA 500, with the live race broadcast, multiple channels carrying in-car audio from some of the sport's top drivers, and daily coverage from Daytona International Speedway on [SiriusXM NASCAR Radio](#) (channel 90).



On Sunday, February 22, DAYTONA 500 race day, SiriusXM will start broadcasting live at 7:00 a.m. ET and will offer listeners a full day of live coverage from the speedway. Subscribers will have access to all the action on the track during "The Great American Race", which starts at 1:00 p.m. ET, plus full pre- and post-race coverage with expert analysis, reports from pit road and the garages, driver introductions and interviews with the race winner and other drivers.

SiriusXM will also offer additional Driver2Crew ChatterTM channels that will carry the in-car audio of several drivers as they compete in the DAYTONA 500. Drivers featured will include reigning NASCAR Sprint Cup Series champion **Kevin Harvick**, 2014 DAYTONA 500 winner **Dale Earnhardt Jr.**, 2015 Coors Light Pole winner **Jeff Gordon**, **Jimmie Johnson**, **Tony Stewart**, **Matt Kenseth**, **Ryan Newman**, **Brad Keselowski**, **Carl Edwards**, **Denny Hamlin** and others.

SiriusXM NASCAR Radio will also provide live coverage of the **Budweiser Duel**, the 150-mile NASCAR Sprint Cup Series qualifying races, on Thursday, Feb. 19 (6:00 p.m. ET), the **NextEra Energy Resources 250** NASCAR Camping World Truck Series race on Friday, Feb. 20 (7:30 p.m. ET), and the **Alert Today Florida 300** NASCAR XFINITY Series race on Saturday, Feb. 21 (3:00 p.m. ET).

Each day leading up to the DAYTONA 500 fans will get up-to-the-moment news, analysis and interviews with drivers, owners and crew members on SiriusXM NASCAR Radio, which will broadcast live from Daytona every day. Throughout the season, SiriusXM NASCAR

Radio features a roster of expert hosts that includes Hall of Famer Buddy Baker, former NASCAR Camping World Truck Series Champion Mike Skinner, National Motorsports Press Association Award-winning hosts Mike Bagley, Claire B. Lang, Dave Moody and Pete Pistone, plus Danny "Chocolate" Myers, Pat Patterson, Jim Noble, Angie Skinner, Brad Gillie and Lee Spencer.

On Monday, Feb. 23, on *The Morning Drive*, hosts Bagley and Pistone will be joined live by the 2015 DAYTONA 500 champion driver.

As the Official Satellite Radio Partner of NASCAR, SiriusXM broadcasts every NASCAR Sprint Cup Series, NASCAR XFINITY Series and NASCAR Camping World Truck Series race live. For more info on SiriusXM NASCAR Radio please visit www.siriusxm.com/nascar.

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 on smartphones and other connected devices as well as online at siriusxm.com. SiriusXM radios and accessories are available from retailers nationwide and at shop.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 automakers, 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 service providers; our ability to attract and

retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; changes in consumer protection laws and their enforcement; the security of the personal information about our customers; other 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; 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 or other strategic initiatives; rapid technological and industry changes; failure of third parties to perform; failure to comply with FCC requirements; modifications to our business plans; our indebtedness; and our principal stockholder has significant influence over our management and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock. 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, 2014, 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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