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SiriusXM and The Players' Tribune Launch New National Radio Show

"The Players' Tribune on SiriusXM" brings Derek Jeter's new athlete-inspired media platform to the airwaves

Listeners can connect with Players' Tribune personalities every week on SiriusXM's Mad Dog Sports Radio channel

NEW YORK, Feb. 17, 2015 /PRNewswire/ -- [SiriusXM](#) and [The Players' Tribune](#) announced today the creation of a new national radio show that brings the high profile new athlete-inspired media platform founded by Derek Jeter to the airwaves, showcasing the voices of athletes associated with the site and connecting them with listeners around the country.



Starting February 18, *The Players' Tribune on SiriusXM* will air every Wednesday (7:00-8:00 pm ET) throughout the year on SiriusXM's Mad Dog Sports Radio, channel 85. The show will feature a rotating group of hosts and guests who are *Players' Tribune* editors or contributors, and give SiriusXM subscribers first-person access to the perspective of professional athletes across many sports.

Wednesday's show will include interviews from the event launching the new *Players' Tribune* website this past weekend. Listeners will hear from Derek Jeter, Seattle Seahawks QB

Russell Wilson, New York Mets pitcher Matt Harvey and others.

The Players' Tribune is a new media platform that presents the voices of professional athletes, bringing fans closer to the games they love than ever before. Founded by Derek Jeter, *The Players' Tribune* aims to provide unique insight into the daily sports conversation and to publish first-person stories directly from athletes. From video to podcasts to player polls and written pieces, the *Tribune* strives to be "The Voice of the Game."

"Our partnership with SiriusXM is a perfect vehicle to help bring the athletes' stories from *The Players' Tribune* to life," said founding publisher Derek Jeter.

"Since launching a few months ago, *The Players' Tribune* has generated a lot of buzz in the sports world and captured the attention of fans across the country," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "We're excited to team up for a new show that will give the voices on the site a new nationwide forum to interact directly with fans, while also giving our subscribers access to some of the biggest personalities in sports."

Athletes who are editors or contributors for *The Players' Tribune* include Kobe Bryant, Russell Wilson, Matt Harvey, Paul Pierce, Blake Griffin, Julius Thomas, Brandon McCarthy, Sean Avery, Chris Long, Danica Patrick, Shawne Merriman and others.

About SiriusXM

[Sirius XM Holdings Inc.](#) (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](#) 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](#), [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 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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