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Pitbull Celebrates Launch of His SiriusXM Channel with Private Concert at the Apollo Theater

Pitbull to perform exclusive, private concert for SiriusXM listeners

Concert to coincide with the launch of SiriusXM's new Pitbull's Globalization channel

The performance to be made available to active and inactive satellite radios as part of SiriusXM's free listening preview program

NEW YORK, March 23, 2015 /PRNewswire/ -- SiriusXM announced today that Pitbull will perform at Harlem's world famous Apollo Theater for the first time at a special invitation-only concert for SiriusXM subscribers on Tuesday, May 19 at 8:00 pm ET.



The concert will feature the international superstar performing his chart-topping hits and will air live and exclusively on the artist's own SiriusXM Pitbull's Globalization channel, scheduled to launch the same day. As a thank you to its loyal subscribers, SiriusXM will offer lucky subscribers the opportunity to attend the private event.

SiriusXM Pitbull's Globalization channel will launch on Tuesday, May 19 at 7:00 pm ET. Pitbull's exclusive, commercial free channel will feature music from the artist's music catalog, his famous collaborations, live performances, exclusive mix shows and tracks by his musical influences.

"Pitbull is a true global superstar and we are thrilled to bring this private, exciting performance to our subscribers nationwide as we launch this new channel," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Listeners across the country will also have access to Pitbull's Globalization, the channel Pitbull is creating to showcase his music and the music he wants his fans to hear."

"It's exciting and an honor to partner with SiriusXM on the Globalization channel," says Armando Christian Perez (Pitbull). "Launching the channel at the world famous Apollo Theater on May 19, there's no better place to make history. Dale!"

The special performance will also be made available on SiriusXM radios as part of SiriusXM's free listening preview program, which will begin May 19 and run through June 1. (Some older Sirius satellite radios may not be capable of receiving the free listening preview channels.)

Subscribers will have the opportunity to win tickets to the event through an invitation sent by e-mail as well as various call-in promotions. Beginning March 30, SiriusXM subscribers since March 3 can also enter for the chance to win a trip to New York and tickets to the concert. One grand prize winner will receive a trip for two to New York City including round-trip airfare, two nights' hotel stay, a pair of tickets to the exclusive concert and the opportunity to meet Pitbull. See Official Rules for complete details which will be at www.siriusxm.com/Pitbull.

The legendary non-profit Apollo Theater is known for launching the careers of countless iconic performers, and has been a catalyst for artistic excellence and innovation since it opened its doors in 1934. The Apollo's new artistic vision builds on its legacy and new Apollo programming has music as its core, driving large scale and more intimate music, dance and theater presentations. For more information, visit www.apollotheater.org.

Pitbull's Globalization channel is an example of SiriusXM channels created with iconic and leading artists, including Bruce Springsteen's E Street Radio, Ozzy Osbourne's Ozzy's Boneyard, Pearl Jam Radio, Eminem's Shade 45, Willie Nelson's Willie's Roadhouse, The Pink Floyd Channel, B.B. King'sBluesville, Elvis Radio, Jimmy Buffett's Radio Margaritaville, Siriusly Sinatra, Tiesto's Club Life Radio and Neil Diamond Radio.

For more information on SiriusXM, please visit www.siriusxm.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 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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