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SiriusXM Announces New Programming for Masters 2015 Coverage

SiriusXM will, for the first time, air audio unearthed from Masters archives

Coverage includes more than 80 hours of original talk programming during Masters Week, plus 24 total hours of live play-by-play from Augusta National

Shows hosted by Masters champions Nick Faldo, Ben Crenshaw, Larry Mize and others

NEW YORK, March 31, 2015 /PRNewswire/ -- SiriusXM today announced its comprehensive coverage for the 2015 Masters Tournament, which will include more than 80 hours of original talk programming during Masters Week, plus 24 total hours of live hole-by-hole coverage across all four days of Tournament play. Listeners will hear exclusive shows hosted by past Masters champions and – for the first time – audio from the Augusta National archives.



[Masters Week on SiriusXM](#) programming is available to subscribers on satellite radios (Sirius channel 208, XM channel 93), on the SiriusXM app and at [SiriusXM.com](#).

Listeners will hear live hole-by-hole commentary from Augusta National starting at 2:00 pm ET each day of play - Thursday, April 9, through Sunday, April 12 – that will follow the action on the course and provide updates on players moving up and down the leaderboard.

In addition to Tournament play-by-play, SiriusXM will have access - for the first time - to Augusta National's exclusive archives and will give fans access to rarely heard audio on a special *Masters Preview* show. Airing at 12:00 pm ET on Monday, the show will allow the audience to re-live the history of one of the greatest events in sports, and will feature Tournament highlights and interviews with legendary champions going back more than half a century.

Listeners will hear multiple features on the history of the Masters going back to its origins in the 1930s, interviews with Arnold Palmer, Jack Nicklaus and Gary Player from the 1960s, and reflections on and audio from Tournament highlights that include Gene Sarazen's double eagle in 1935, Jack Nicklaus' historic final round in 1986, Tiger Woods' momentous

chip on the 16th hole in 2005, and more.

"We're proud and honored each year to give our listeners such comprehensive access to the Masters," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "We're especially pleased to now add to that coverage this historical audio from the Augusta National archives, which will give all who listen a very special perspective on the history of this storied event."

Throughout the week, SiriusXM PGA TOUR Radio will present a full week of Masters-focused programming that will feature exclusive shows hosted by past Masters Champions and other pros, as well as live shows from around Augusta, GA. Highlights from the week include:

Two-time Masters champion **Ben Crenshaw**, who will be playing in his final Masters Tournament this year, will host a new edition of his show, *Crenshaw on Golf*, on Wednesday at 9:00 pm ET.

Nick Faldo Radio, hosted by the three-time Masters champion, will air Tuesday at 2:00 pm ET.

The Larry Mize Show, hosted by the 1987 Masters champion, will air on Wednesday at 7:00 pm ET.

Chris DiMarco, who finished second in the 2005 Masters, will host his weekly show, *Opinionated*, Tuesday at 12:00 pm ET.

Listeners will also hear live shows hosted by renowned instructors **Hank Haney**, **David Leadbetter**, **Jim McLean**, **Claude Harmon III** and **Larry Rinker**, plus shows hosted by **Matt Adams**, **John Feinstein**, **Natalie Gulbis**, **John Maginnes**, **Mark Carnevale**, **Brian Katrek**, **Carl Paulson**, **Dennis Paulson**, **Brian Bateman**, **Debbie Doniger**, **Lorne Rubenstein**, **Ben Shear**, **Taylor Zarzour** and others.

[SiriusXM On Demand](#) is featuring Masters themed programming, including recent interviews with Arnold Palmer, Gary Player, Raymond Floyd, Fuzzy Zoeller, Bubba Watson and others. SiriusXM hosts also share their thoughts on the event and its competitors at www.SiriusXM.com/MastersPreview.

Play-by-play broadcasts of the Masters will be produced by Westwood One. For more information visit Masters.com or follow @themasters on Twitter, Instagram and Facebook.

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.

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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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Media contact:
Andrew FitzPatrick

SiriusXM
212-901-6693
andrew.fitzpatrick@siriusxm.com

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