

April 6, 2015



# SiriusXM Brings Boxing Back to Radio with Live Premier Boxing Champions Broadcasts

**Blow-by-blow broadcasts of high-profile new boxing series will be available to satellite radio listeners nationwide**

**Coverage begins with April 11 fight card at Barclays Center in Brooklyn; Broadcast team will be Randy Gordon, Gerry Cooney and Sway Calloway**

NEW YORK, April 6, 2015 /PRNewswire/ -- SiriusXM announced today that it will begin broadcasting Premier Boxing Champions fights to satellite radio listeners nationwide, bringing the sport back to the national radio airwaves.



Introduced in January of this year, Premier Boxing Champions is a new series - created by Haymon Boxing - that features many of boxing's best and brightest stars and champions.

SiriusXM's first broadcast will be the April 11 Garcia-Peterson/Lee-Quillin fight card at Barclays Center in Brooklyn, NY. Airing on [SiriusXM Sports Zone](#), channel 92 (8:00 pm ET), the big night of boxing features a clash of champions Danny Garcia (29-0, 17 KOs) and Lamont Peterson (33-2-1, 17 KOs), and the co-main event is champion Andy Lee (34-2, 24 KOs) against former champion Peter Quillin (31-0, 22 KOs).

*PBC on SiriusXM* broadcasts will be produced by SiriusXM. The broadcast team for the April 11 card will feature former New York Athletic Commission Chairman and former Editor-in-Chief of *The Ring Magazine* **Randy Gordon** as the blow-by-blow voice and former heavyweight contender **Gerry Cooney** as the analyst. **Sway Calloway**, host of *Sway in the Morning* on Eminem's Shade 45 channel, will be the ringside reporter.

SiriusXM will broadcast more than 10 Premier Boxing Champions events in 2015. Future broadcasts will be announced at a later date.

"So many of the great moments in boxing history were experienced by fight fans through their radios. We'll deliver that experience again on SiriusXM by bringing the sounds and excitement from ringside into those fans' cars, homes and phones," said Steve Cohen, SiriusXM's SVP of Sports Programming. "This is a very exciting time for boxing. The creation of the Premier Boxing Champions series and the buzz around big fights and new

stars has sports fans as enthusiastic as ever about the sport. We look forward to building on that resurgence by offering live broadcasts of these terrific events to listeners nationwide."

In addition to *PBC on SiriusXM* broadcasts, fight fans can tune in to exclusive boxing talk shows on SiriusXM Sports Zone, channel 92. Randy Gordon and Gerry Cooney host *At the Fights* every Monday and Friday at 6:00 pm ET. *Going the Distance*, hosted by renowned trainer Teddy Atlas, Wallace Matthews and Nabate Isles airs every Tuesday at 6:00 pm ET.

### **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.*

## **P - SIRI**

Media contact:

Andrew FitzPatrick

SiriusXM

212-901-6693

[andrew.fitzpatrick@siriusxm.com](mailto:andrew.fitzpatrick@siriusxm.com)

Logo - <https://photos.prnewswire.com/prnh/20101014/NY82093LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/siriusxm-brings-boxing-back-to-radio-with-live-premier-boxing-champions-broadcasts-300061206.html>

SOURCE Sirius XM Holdings Inc.