

May 12, 2015



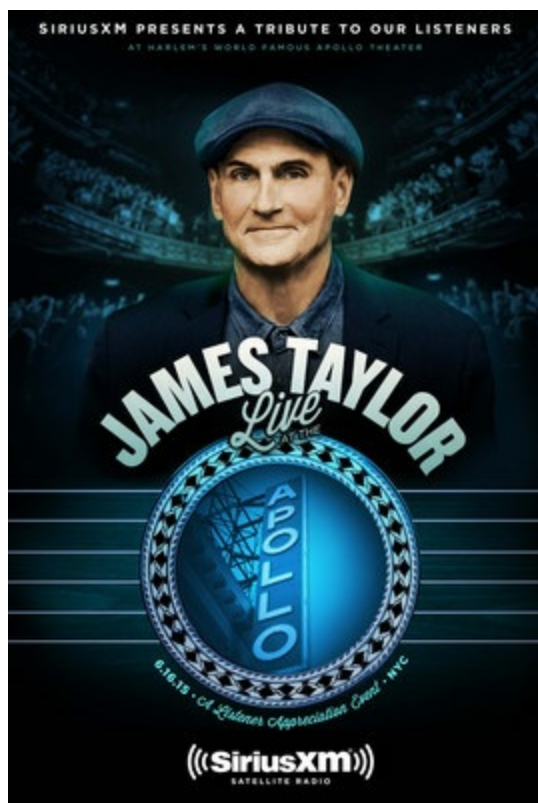
# SiriusXM Presents Legendary Singer/Songwriter James Taylor Live at the Apollo Theater

**James Taylor's new album *Before This World* out June 16**

**James Taylor to perform at the Apollo Theater for a private, exclusive concert for SiriusXM listeners; concert to air live on James Taylor's new, limited-run SiriusXM channel**

**Announcement made on *The Howard Stern Show* on Howard Stern's exclusive SiriusXM channel Howard 100**

NEW YORK, May 12, 2015 /PRNewswire/ -- SiriusXM announced today that legendary singer/songwriter James Taylor will perform at Harlem's world famous Apollo Theater for a special invitation-only concert for SiriusXM subscribers on Tuesday, June 16 at 8:30 pm ET. James Taylor announced the exclusive concert during a live interview with Howard Stern on *The Howard Stern Show* on Stern's exclusive SiriusXM channel, Howard 100, this morning.



James Taylor will perform songs from his 40-plus year career as well as music from his new

album *Before This World*, which is scheduled to be released on Tuesday, June 16. The concert will air live nationwide on SiriusXM's James Taylor Channel, Taylor's limited-run SiriusXM channel.

SiriusXM's James Taylor Channel, the limited-run 24/7 commercial-free music channel, will feature music from the iconic singer-songwriter's entire catalog, including all seventeen of his studio albums—music from his early albums like *Sweet Baby James* to his biggest selling album *JT* as well as his *Covers* album and his soon to be released *Before This World* album. Taylor will discuss his career as well as the recording of his new album *Before the World*, his first album of new material in 13 years. The James Taylor Channel will also feature classic James Taylor concert performances.

James Taylor Channel will launch on Friday, May 22 at 6:00 pm ET and will air through Sunday, June 21, via satellite on channel 17, and through the SiriusXM App on smartphones and other connected devices, as well as online at [siriusxm.com](http://siriusxm.com).

"We are very proud to present a live performance by James Taylor at the famed Apollo for our subscribers. James Taylor was *the* singer-songwriter for a generation who continue to be avid fans of his work today," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "James Taylor's body of work, song writing, and even his activism through the years is a vivid reminder of his artistry and brilliance. It will be another special night for us at the Apollo, and a one of a kind event with James Taylor and his fans."

The special performance will also be made available on inactive 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.)

Qualified subscribers will have the opportunity to win tickets to the event through dedicated listener emails as well as various call-in promotions. Beginning May 20, SiriusXM subscribers since before April 21 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 James Taylor. See Official Rules for complete details which will be at [www.siriusxm.com/JamesTaylor](http://www.siriusxm.com/JamesTaylor).

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](http://www.apollotheater.org).

Additionally, James Taylor will sit down for a Q&A session at the SiriusXM studios in New York City as part of the SiriusXM "Town Hall" series. The Q&A session will feature Taylor discussing his new album, *Before This World*, with a select group of listeners. "SiriusXM's Town Hall with James Taylor" will air on Taylor's exclusive SiriusXM channel, on Friday, June 19 at 5:00 pm ET.

SiriusXM has presented special, private concerts at the Apollo Theater with Paul McCartney in 2010, Bruce Springsteen in 2012, Metallica in 2013 and Pitbull—which is scheduled to

take place on May 19, 2015.

James Taylor 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's Bluesville, Elvis Radio, Jimmy Buffett's Radio Margaritaville, Siriusly Sinatra, Tiësto's Club Life Radio and Neil Diamond Radio.

For more information on SiriusXM, please visit [www.siriusxm.com](http://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 more than 27.7 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](http://siriusxm.com). SiriusXM radios and accessories are available from retailers nationwide and at [shop.siriusxm.com](http://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.ca) 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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