

May 18, 2015



## **SiriusXM Kicks Off Summer with Exclusive Programming Celebrating Memorial Day Weekend**

**Weekend-long special programming to feature concerts and performances by Elton John, Reba McEntire and Melissa Etheridge; live DJ sets from Electric Daisy Carnival in New York by Tiësto, Armin van Buuren and Afrojack; special editions of SiriusXM's "Town Hall" series with Seth Meyers and Snoop Dogg, a Vietnam War Memorial Weekend Dedication and much more**

**SiriusXM to launch previously announced new channels including Pitbull's Globalization, James Taylor Channel and Jeff & Larry's Comedy Roundup**

NEW YORK, May 18, 2015 /PRNewswire/ -- SiriusXM today announced its exclusive programming to kick off summer throughout Memorial Day weekend across various channels of commercial-free music, premier live sports, and exclusive comedy, entertainment and talk.



Throughout the weekend, subscribers can hear special editions of SiriusXM's "Town Hall" series, including Q&A sessions with Seth Meyers, hosted by TODAY Show and SiriusXM host Hoda Kotb; and Snoop Dogg hosted by SiriusXM host Ed Lover. Also SiriusXM listeners will hear broadcasts of concerts and performances by Elton John and Reba McEntire, live broadcasts of DJ sets from Electric Daisy Carnival in New York and performances from Live in the Vineyard in Napa by Lifehouse, Melissa Etheridge, Oh Honey, Florida Georgia Line and more.

SiriusXM will also launch, new exclusive channels over Memorial Day weekend, including Pitbull's Globalization featuring music from the artist's music catalog which will launch on Tuesday, May 19 at 7:00 pm ET with an exclusive Pitbull concert at Harlem's world famous Apollo Theater; James Taylor Channel, the limited-run 24/7 commercial-free music channel, featuring music from the iconic singer-songwriter's entire catalog; Jeff & Larry's Comedy Roundup featuring original programming produced by Jeff Foxworthy and Larry the Cable Guy that showcases some of their greatest material.

The full-lineup of SiriusXM Memorial Day programming and complete broadcast times are available at [www.siriusxm.com/memorialday](http://www.siriusxm.com/memorialday).

## **Memorial Day weekend broadcast highlights:**

### **Music:**

#### **Pitbull's Globalization (channel 4)**

Pitbull's exclusive, commercial free channel featuring music from the artist's music catalog, his famous collaborations, live performances, exclusive mix shows and tracks by his musical influences.

#### **The Pulse (channel 15)**

Live in the Vineyard concert from Napa including performances by Lifehouse, Melissa Etheridge, Oh Honey, Florida Georgia Line and more.

Friday, May 22 at 5:00 pm ET.

YouTube star Taryn Southern to host The Pulse's weekly countdown, counting down the top 15 songs of the 2000s & Today.

Saturday, May 23 at 12:00 pm ET.

#### **James Taylor Channel (channel 17)**

The new limited-run 24/7 commercial-free music channel, featuring 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.

Launching on Friday, May 22 at 6:00 pm ET.

#### **Pearl Jam Radio (channel 22)**

Pearl Jam Radio celebrates the 15 year anniversary of the band's "Binaural" album with a track-by-track retrospective featuring commentary from Pearl Jam guitarist Mike McCready and bassist Jeff Ament.

Friday, May 22 at 6:00 pm ET with rebroadcasts throughout the weekend.

#### **The Bridge (channel 32)**

Elton John concert from The Colosseum at Caesars Palace in Las Vegas.

Friday, May 22 at 9:00 pm ET with rebroadcasts throughout the weekend.

#### **The Heat (channel 47)**

"SiriusXM's Town Hall with Snoop Dogg," hosted by SiriusXM host Ed Lover, will feature Snoop Dogg answering questions from a studio audience.

Friday, May 22 at 5:00 pm ET.

#### **Electric Area (channel 52)**

Electric Daisy Carnival live from New York including performances by Tiësto, Afrojack, Armin van Buuren and more.

Broadcast starts Saturday, May 23 at 3:00 pm ET.

#### **Prime Country (channel 58) and The Highway (channel 56)**

Reba McEntire performance for SiriusXM listeners at the Loveless Barn in Nashville.

Friday, May 22 at 8:00 pm ET with rebroadcast throughout the weekend.

**Outlaw Country (channel 60)**

Josh Anderson "Goldmine" performance for SiriusXM listeners at the SiriusXM studios in Nashville.

Saturday, May 23 at 9:00 am and 5:00 pm ET with rebroadcasts throughout the weekend.

**B.B. King's Bluesville (channel 70)**

B.B. King's Bluesville will feature an extensive, weekend-long tribute to B.B. King featuring music, artist remembrances and tributes from listeners.

**Flow Nacion (channel 506)**

Latin Hip Hop artist Tego Calderon takes over Flow Nacion with "Tego Calderon Radio." Calderon will play songs that have impacted his career and share his thoughts on music today.

Saturday, May 23 at 6:00 pm ET and rebroadcast throughout the weekend.

**La Kueva (channel 540)**

"La Kueva's Alt Fest Throwback" featuring performances from Babasonicos, Ana Tojoux, Fofe & Los Fetishes and Bomba Estereo.

Friday, May 22 at 4:00 pm ET and rebroadcast throughout the weekend.

**Talk, Comedy and Entertainment:****Kids Place Live (channel 78)**

Annual 12-hour Road Trip Scavenger Hunt to keep kids engaged and happy on long car trips.

Monday, May 25 at 10:00 am ET.

**Jeff & Larry's Comedy Roundup (channel 97)**

Original programming produced by Jeff Foxworthy and Larry the Cable Guy that showcases some of their greatest material, as well as material from some of their favorite comedian friends.

Larry the Cable guy will be live to kick off his new channel, taking calls from listeners. "Live with Larry" will air on Friday, May 22 at 3:00 pm ET.

The channel will feature a special edition of SiriusXM's "Town Hall" series with Jeff Foxworthy, discussing his life and career, with a select group of listeners.

"SiriusXM's Town Hall with Jeff Foxworthy" will air on Friday, May 22 at 12:00 pm ET.

**Entertainment Weekly Radio (channel 105)**

"SiriusXM's Town Hall with Seth Meyers," hosted by TODAY Show and SiriusXM host Hoda Kotb, will feature Meyers answering questions from a studio audience.

Friday, May 22 at 1:00 pm ET.

**POTUS (channel 124)**

POTUS remembers the Vietnam War with a Memorial Weekend Dedication featuring interviews with Medal of Honor veterans, journalists who covered the war and music that shaped the era.

Saturday, May 23 at 6:00 am ET through Tuesday, May 26 at 6:00 am ET.

**Sports:**

SiriusXM will broadcast the 2015 NCAA Division I Men's Lacrosse Semifinals and Championship games live from Lincoln Financial Field in Philadelphia, PA, on Saturday, May 23, and Monday, May 25. Live play-by-play of each matchup (provided by WestwoodOne), plus pre- and post-match coverage hosted by college lacrosse expert Paul Mittermeier, will air on SiriusXM College Sports Nation, channel 91.

Motor racing fans get two of the biggest races of the year on SiriusXM this Sunday, May 24. SiriusXM will offer live coverage of the famed Indianapolis 500 starting at 11:00 am ET (Sirius channel 212, XM channel 209). At 6:00 pm ET, listeners can hear the Coca-Cola 600 NASCAR Sprint Cup Series race live from Charlotte Motor Speedway on SiriusXM NASCAR Radio (channel 90). SiriusXM NASCAR Radio will also broadcast a special military tribute show airing at 1:00 pm ET. The *Dialed In Salute to the Troops* special, hosted by Claire B. Lang, will feature interviews with several drivers as well as service men and woman from different branches of the military.

SiriusXM will also offer the full schedule of games played over Memorial Day Weekend from the NBA Playoffs, Stanley Cup Playoffs, Major League Baseball and Major League Soccer. Visit [www.SiriusXM.com/LiveSports](http://www.SiriusXM.com/LiveSports) for a full schedule with channel listings.

SiriusXM's special Memorial Day weekend on multiple SiriusXM channels. After the broadcast, it will be available on SiriusXM On Demand for subscribers listening via the SiriusXM App for smartphones and other mobile devices or online at [siriusxm.com](http://siriusxm.com). Additionally listeners can hear a selection of hand-picked "Summer Road Trip Playlists" from various SiriusXM music channels on SiriusXM On Demand. Visit [www.siriusxm.com/ondemand](http://www.siriusxm.com/ondemand) for more information.

For more information on SiriusXM, please visit [www.siriusxm.com](http://www.siriusxm.com).

### **About SiriusXM**

[Sirius XM Holdings Inc.](http://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://SiriusXM.com) 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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