

July 30, 2015



## **SiriusXM to Launch New 24/7 Comedy Channel: SiriusXM Comedy Greats**

**New channel expertly curated to showcase the most legendary and iconic stand-up performers of all time, to launch August 13**

**SiriusXM Comedy Greats launches with special count down of the top 50 comedy greats of all time, hosted by Jim Norton**

NEW YORK, July 30, 2015 /PRNewswire/ -- SiriusXM announced today that it will launch a new 24/7 comedy channel showcasing the greatest stand-up performers of all time. SiriusXM Comedy Greats, scheduled to launch on August 13, will celebrate the art of stand-up comedy and will feature the top 100+ comics.



SiriusXM listeners can expect to hear the best from comedy's biggest and best names from the past and present, such as Lewis Black, George Carlin, Louis C.K., Ellen DeGeneres, Kevin Hart, Bill Maher, Eddie Murphy, Richard Pryor, Joan Rivers, Amy Schumer and Jerry Seinfeld.

The new comedy channel will also feature countdown takeovers, with various comics hosting special guest DJ sessions discussing their favorite comedians and those who influenced their careers. The special countdowns, which will air regularly on the channel, will be hosted

by comedians such as Bill Burr, Jim Gaffigan, Ed Helms and more.

"SiriusXM's comedy suite is home to the biggest brands and personalities in comedy, and now, with the addition of Comedy Greats, we're excited to bring our subscribers a showcase for stand-up's founding fathers and heroes," said Scott Greenstein, President and Chief Content Officer, SiriusXM.

SiriusXM Comedy Greats will launch on August 13 with the special "Jim Norton Counts Down The Top 50 Comedy Greats of All Time." The special, hosted by comedian and SiriusXM host Jim Norton, will feature Norton revealing the top 50 comedy greats of all time in front of a live studio audience. The top 50 list consists of comedians identified by the SiriusXM comedy team—which includes input from SiriusXM listeners via a poll: <http://blog.siriusxm.com/2015/07/16/pick-your-top-10-comics-of-all-time/>. The special will air on Thursday, August 13 and will replay throughout the weekend.

The new channel will also feature special vignettes with comedians like Dan Aykroyd, Adam Carolla, Cedric the Entertainer, Bill Hader, George Lopez, Howie Mandel, Marc Maron and Russell Brand sharing personal stories about comedians who have changed their lives. The special vignettes will air throughout the week beginning August 13.

SiriusXM Comedy Greats will be available via satellite on channel 94 and will also be available through the SiriusXM App on smartphones and other connected devices, as well as online at [siriusxm.com](http://siriusxm.com).

Subscribers will also be able to listen to the channel via SiriusXM On Demand through the SiriusXM App for smartphones and other mobile devices and online at [siriusxm.com](http://siriusxm.com).

SiriusXM Comedy Greats joins a robust comedy lineup on SiriusXM featuring Comedy Central Radio, Raw Dog Comedy, Jeff and Larry's Comedy Roundup, Jamie Foxx's The Foxxhole channel, Laugh USA, Carlin's Corner and Canada Laughs.

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

### **About SiriusXM**

[Sirius XM Holdings Inc.](http://SiriusXMHoldingsInc.com) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 28.4 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://SiriusXMCanada.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](#), [Twitter](#), [Instagram](#), and [YouTube](#). To view and download SiriusXM logos and artwork, please visit [SiriusXM.com/LogosAndPhotos](http://SiriusXM.com/LogosAndPhotos).

*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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