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SiriusXM Announces Launch of "Entrepreneurs are Everywhere" Hosted by Steve Blank

Exclusive weekly show hosted by Silicon Valley startup expert

Listeners nationwide to learn the formula for starting successful companies, products, and services from the Valley to Main Street

NEW YORK, Aug. 4, 2015 /PRNewswire/ -- SiriusXM today announced the launch of "Entrepreneurs are Everywhere," an all-new show hosted by Steve Blank, entrepreneur-turned-educator and creator of the Lean Startup movement. The show will premiere on Thursday, August 27, 2015, at 4:00 pm ET on SiriusXM's Business Radio Powered by the Wharton School channel 111.



SiriusXM's "Entrepreneurs are Everywhere" will feature founders of companies from across the United States sharing their experience of what it takes to build a startup - from restaurants, to rocket scientists, to on-line groceries, to on-line gifts and more. The SiriusXM show will examine the DNA of entrepreneurs – what makes them tick, how they came up with their ideas – and, explore the habits that make them successful, and the highs, lows and pivots that pushed them forward.

"Everyone has a dream of starting their own business, of being their own boss," said Steve Blank. "'Entrepreneurs are Everywhere' will offer SiriusXM listeners across the country battle-tested, practical advice on how to make their idea a reality. Whether you drive a Tesla or a Ford F150, this is the show for you. It is the show for the 99% of America – those with the passion, smarts and know-how to make their dreams come true."

"SiriusXM is at the forefront of broadcasting shows hosted by ambitious, creative people sharing their success stories and we are excited to welcome Steve Blank, one of the most respected entrepreneurs in the world who literally wrote the book on how to succeed in a startup," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Steve has developed a true and tested formula for launching highly successful businesses and we are thrilled to have him share that knowledge and insight with SiriusXM listeners across the country."

"Entrepreneurs Are Everywhere," will air Thursdays at 4:00 pm ET on SiriusXM's Business Radio Powered by the Wharton School channel 111 and replay Saturdays at 11:00 am ET and Sundays at 5:00 pm ET. The show will also be available through the SiriusXM App on smartphones and other connected devices, as well as online, and on SiriusXM On Demand for subscribers listening via smartphones and other connected devices or online at siriusxm.com.

Steve Blank has changed how startups are built and how entrepreneurship is taught around the globe. His May 2013 Harvard Business Review article on the Lean Startup defined the movement. Steve is widely recognized as a thought leader on startups and innovation. His books - *The Startup Owner's Manual* and *The Four Steps to the Epiphany* - and blog have redefined how to build successful startups, and his Lean LaunchPad class at Stanford, Berkeley, Columbia and NYU has redefined how entrepreneurship is taught. His articles regularly appear in *The Wall Street Journal*, *Forbes*, *Fortune*, *The Atlantic* and *Huffington Post*.

Business Radio Powered by the Wharton School is the first channel to offer direct access to the world's top business minds and broadcasts from The Wharton School's historic Ivy League campus and Silicon Valley. The exclusive SiriusXM channel gives listeners exclusive access to the world's brightest minds in business and education and features a wide range of original shows hosted by one of the most cited and published faculties of all top-tier business schools. Regular guests include world-renowned executives, captains of industry, thought leaders, and battle-tested experts.

For more information, please visit www.steveblank.com and www.siriusxm.com.

About SiriusXM

Sirius XM Holdings Inc. (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. 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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