

August 26, 2015



## **Howard Stern Presents "Booey 25"-- Celebrating the 25th Anniversary of the Name "Baba Booey" on his SiriusXM Channels Howard 100 and Howard 101**

**Infamous for punctuating golf tournaments and TV news live shots;  
born 25 years ago as a simple mistake**

**The history of Baba Booey, and the Howard Stern producer who can't  
live it down**

**Howard 100 becomes "Booey 100" featuring 25 years of Baba Booey  
parody songs on Labor Day**

NEW YORK, Aug. 26, 2015 /PRNewswire/ -- Howard Stern and SiriusXM today announced "Booey 25," the extensive special celebrating the 25th anniversary of "Baba Booey." The specials will air on Howard Stern's exclusive SiriusXM channels Howard 100 and Howard 101.



Internationally known as a crowd shout-out at golf tournaments, during TV news live shots, as a tribute to Howard Stern in scripted TV shows, and more, the name "Baba Booey" started as a simple mistake. In the summer of 1990, on the Howard Stern Show, producer Gary Dell'Abate mis-named cartoon character Baba Looey as "Baba Booey" and has been hilariously taunted for it for 25 years and counting, by Stern, his staff, celebrities and fans.

The radio event will feature audio of the name's first utterance, then 25 years of now-legendary Baba Booey and Gary Dell'Abate moments from the Howard Stern Show. "Booey 25" will also track the name's infusion into popular culture.

"Booey 25" will air on Howard 101. The broadcasts will also be available through the SiriusXM App on smartphones and other connected devices, as well as online at [siriusxm.com](http://siriusxm.com). The entire special will be available on SiriusXM On Demand through the SiriusXM App for smartphones and other mobile devices and online at [siriusxm.com](http://siriusxm.com). For more broadcast info, please visit [siriusxm.com](http://siriusxm.com) and [howardstern.com](http://howardstern.com).

On Labor Day, Howard Stern's SiriusXM channel Howard 100 will become "Booey 100" playing nothing but "Baba Booey" parody songs, lovingly created by fans and Stern staff

over decades. Never before has a music channel been created with nothing but "Baba BooeY" songs; guest DJ's from various SiriusXM music channels will spin the songs and play listener requests.

For more information on SiriusXM, please visit [www.siriusxm.com](http://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](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](#) 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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To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/howard-stern-presents-booeys-25-celebrating-the-25th-anniversary-of-the-name-baba-booeys-on-his-siriusxm-channels-howard-100-and-howard-101-300133743.html>

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