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Legendary Coach Lou Holtz Joins SiriusXM to Host College Football and Golf Shows

Will host twice a week on SiriusXM College Sports Nation, channel 84, starting August 28

An avid golfer, Coach Holtz will also debut a new show, "Holtz in One," on the SiriusXM PGA TOUR Radio channel on September 1

NEW YORK, Aug. 26, 2015 /PRNewswire/ -- SiriusXM announced today that legendary coach Lou Holtz has joined the talent roster at SiriusXM, where he will host shows dedicated to two of his life's passions – college football and golf.



Starting on Friday, August 28, Coach Holtz will host twice a week on SiriusXM College Sports Nation (channel 84 on satellite radios, on the SiriusXM app and online at SiriusXM.com). He'll talk about the world of college football and take calls from listeners on *The Playbook* every Friday (1:00-4:00 pm ET) alongside Jack Arute. He will also be heard every Saturday hosting the *SiriusXM College Football Tailgate Show* (9:00 am – 12:00 pm ET) with Jason Horowitz and Phil Savage.

Additionally Holtz, an avid golfer who has played to a single digit handicap, will debut a new show on Tuesday, September 1 (1:00-3:00 pm ET) on the SiriusXM PGA TOUR Radio channel (Sirius 208, XM 92 on satellite radios, on the SiriusXM app and at SiriusXM.com). *Holtz in One*, which Holtz will host alongside Fred Albers, will be a place for him to share his passion for the game of golf with listeners around the country, discuss the latest news and events on the PGA TOUR and share his many stories from the course.

"I am delighted to have the opportunity to work with SiriusXM," said Holtz. "This gives me the chance to talk about college football and golf with fans of both games. The start of college football season is always a thrilling time for me and so many others around the country. The idea of being part of a golf show is really exciting, and we are in a terrific era with so much young talent in the game. SiriusXM is the perfect place for me to talk about both sports."

"Coach Holtz is known for his extraordinary career as a National Championship-winning football coach, but not as many people know of his level of devotion to the game of golf," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "On SiriusXM he'll

have two forums that allow him to talk in-depth and at length about both sports, to interact with and inspire listeners across the country, and to share insight and knowledge from decades of experiences on the football field and the golf course."

Holtz served as the head football coach at The College of William & Mary (1969–1971), North Carolina State University (1972–1975), the University of Arkansas (1977–1983), the University of Minnesota (1984–1985), the University of Notre Dame (1986–1996), and the University of South Carolina (1999–2004), compiling a career record of 249–132–7. His 1988 Notre Dame team went 12–0 with a victory in the Fiesta Bowl and was the consensus national champion. Holtz is the only college football coach to lead six different programs to bowl games and the only coach to guide four different programs to the final top 20 rankings. Holtz also coached the New York Jets of the National Football League during the 1976 season.

Coach Holtz has been a member at some of the most renowned courses in America, including Augusta National Golf Club in Georgia, and Lake Nona GC and Isleworth GC, both in Florida. During his time at William & Mary as an assistant football coach, he also served as the school's golf coach. He is a frequent participant in pro-am tournaments and has played with many of the game's all-time greats. Prior to the 2008 Ryder Cup, Coach Holtz gave an inspirational talk to the U.S. Team, which went on to beat the Europeans that year at Valhalla Golf Club in Louisville, KY.

For more info on SiriusXM's college sports and golf programming, visit www.siriusxm.com/collegesports or www.siriusxm.com/siriusxmptourradio.

About SiriusXM

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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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