

August 31, 2015



## **SiriusXM Announces Exclusive Music, Sports, Comedy and Entertainment Programming In Celebration of Labor Day Weekend**

**Howard 101 to air "Booey 25," featuring classic Stern Show moments, pop culture commentary, and memorable song parodies**

**Concerts and special performances airing on SiriusXM from The Grateful Dead, Jimmy Buffett, live DJ sets from Electric Zoo, and Rick Springfield & Loverboy from The Theatre of Living Arts in Philadelphia among others**

**SiriusXM kicks off college football season with 60 opening weekend games, including Alabama-Wisconsin, Notre Dame-Texas, and Ohio State-Virginia Tech**

**Jenny McCarthy to present a 48-hour marathon of her SiriusXM show "Dirty, Sexy, Funny" featuring interviews with Luke Bryan, Sharon and Ozzy Osbourne, Whitney Cummings, David Spade, Neil deGrasse Tyson, Judd Apatow, and more**

NEW YORK, Aug. 31, 2015 /PRNewswire/ -- SiriusXM today announced its exclusive programming in celebration of the Labor Day holiday which will include an extensive lineup spanning its commercial-free music, plus sports, comedy and entertainment programming channels.



Beginning Friday, September 4 and airing throughout the holiday weekend, SiriusXM subscribers can enjoy special editions of SiriusXM's "Town Hall" series, broadcasts of concerts and performances, live broadcasts of DJ sets, broadcasts of football, soccer, and baseball games and more.

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

Labor Day holiday programming highlights include:

### **HOWARD STERN**

**Howard 101:** Will air a three weekend-long event, "Booey 25," celebrating the 25<sup>th</sup> anniversary of the word "Baba Booey." The three weekend-long radio event will feature audio of the word's first utterance, then 25 years of now-legendary Baba Booey and Gary Dell'Abate moments from the Howard Stern Show.

**Howard 100:** On Labor Day, Howard Stern's channel "Howard 100" will play nothing but "Baba Booey" parody songs, lovingly created by fans and Stern staff over decades.

### **ENTERTAINMENT**

**SiriusXM Comedy Greats** (channel 94): Marking the one year anniversary of Joan Rivers' passing, SiriusXM's Comedy Greats will replay "Remembering Joan Rivers," the 3-hour special hosted by Ron Bennington featuring comedians looking back on their favorite memories of Joan. The special features Amy Schumer, Bonnie McFarlane, Lisa Lampanelli, Susie Essman, Heather McDonald, Iliza Schlesinger, Judy Gold, Kathleen Madigan, Sara Beniscana, Tammy Pescatelli, Russell Peters, Jeffrey Gurian and Jeffrey Ross. Airing all weekend beginning Friday, September 4 at 12:00 noon ET.

**SiriusXM Raw Dog Comedy Hits** (channel 99): Actor, comedian, and producer Kevin Smith takes over the channel counting down his top 5 comedians of all time, sharing personal stories and anecdotes about each. The special will also feature the greatest standup from the comics. Airing Friday, September 4, and replays all weekend.

**Entertainment Weekly Radio** (channel 105): will air a 24-hour marathon featuring back-to-back Town Halls and specials including: Women in Comedy Special featuring Mindy Kaling, Kristen Schall, Ellie Kemper, and Paula Pell; SiriusXM's Ant Man Town Hall featuring Paul Rudd and Michael Douglas; Spy Town Hall featuring Melissa McCarthy, Paul Feig, and Jason Statham; SiriusXM's Town Hall with Morgan Freeman hosted by EW's Kyle Anderson; Robert Duvall hosted by EW Morning Live Host Jessica Shaw; Southpaw Town Hall featuring Jake Gyllenhaal hosted by Jess Cagle; and Seth Meyers Town Hall hosted by special guest host Hoda Kotb.

SiriusXM listeners will also enjoy specials including the Back to the Future 40<sup>th</sup> Anniversary Special featuring Michael J. Fox and Leah Thompson; The Gilmore Girls Reunion from the ATX Festival, hosted by EW Radio's own Jessica Shaw; The Creators of "Empire" panel from ATX; and EW's 2015 Fall Television special featuring top scheduling executives from the major networks discussing upcoming programming, hosted by EW's Lynette Rice. Please visit [www.siriusxm.com/ewradio](http://www.siriusxm.com/ewradio) for the complete schedule.

**Radio Classics** (channel 82): will air *The War is Over!*, a World War II-themed special commemorating the 70<sup>th</sup> anniversary of the end of the Second World War. The two-hour special will include new-to-the-channel episodes from the dramatic series *Worlds At War* – featuring journalistic accounts of battle, first-person narratives, and novels inspired by actual events. The special will also include the Orson Welles-narrated *Fourteen August*, produced by Norman Corwin. Airing Saturday, September 5 at 8:00 pm ET; Sunday, September 6 at 2:00 pm ET; and Monday, September 7 at 10:00 am ET.

**Kids Place Live** (channel 78): It's Back-to-School time and that means...New Underpants!

With over 70 million copies in print, author and illustrator Dav Pilkey returns with his twelfth novel in the series, *Captain Underpants and the Sensational Saga of Sir Stinks-A-Lot*. Pilkey will host a one-hour special playing songs, reading excerpts from his new book, and answering back-to-school survival questions from actual Kids Place Live listeners! Airs Friday, September 4 at 10:00 pm ET; Saturday, September 5 at 9:00 am ET, and Sunday, September 6 at 12:00 noon ET.

**SiriusXM Stars** (channel 109): will air a 48-hour marathon of *Dirty, Sexy, Funny* with Jenny McCarthy highlighting the biggest celebrities the SiriusXM host has sat down with including Luke Bryan, Sharon and Ozzy Osbourne, New Kids on the Block, Brandi Glanville, Margaret Cho, Whitney Cummings, David Spade, Neil deGrasse Tyson, Judd Apatow, and some of her friends from her days on *The View* including Sherri Shepherd and Joy Behar.

Listeners will also get a chance to hear Jenny's curious side with replays of experts in the areas of cults, polygamy, dating coaches, conspiracy theorists, as well as spiritual and self-help gurus. The marathon will also shine a spotlight on the funny side of Jenny with segments featuring her husband Donnie Wahlberg, and other family members that showcase her sense of humor. Airs Saturday, September 5 and Sunday, September 6.

## **MUSIC**

**Pitbull's Globalization** (channel 4): fuels your party with its 64-Hour Labor Day Mega-Mix Weekend featuring exclusive mixes and club-inspired music by the channel's top DJs including DJ Phenom, Kidd Spin, DJ Santarosa, and Big Syph. The Labor Day Mega Mix Weekend begins Saturday, September 5 at 8:00 am ET.

**SiriusXM's Tribute to Yacht Rock** (channel 31): Limited-run channel features top smooth-sailing soft-rock hits by artists like Michael McDonald, Christopher Cross, Steely Dan, Boz Scaggs, Toto, Robbie Dupree, Seals & Crofts, Hall & Oates, Ambrosia and more. Airs on channel 31 through September 8.

**Electric Area** (channel 52): Hear DJ sets from Electric Zoo Live from Randall's Island in New York City. Airs September 4-6 beginning at 3:00 pm ET.

**BB King's Bluesville** (channel 70): Airs SiriusXM's Town Hall with Buddy Guy, moderated by legendary music journalist David Fricke, where the beloved ambassador of the Blues discussed his career and new album "Born to Play Guitar." Beginning Friday, September 4 at 6:00 pm ET.

**Grateful Dead Channel** (channel 23): Relive The Grateful Dead's final concerts throughout the Labor Day Weekend and enjoy all three of the Dead's "Fare Thee Well" shows from Solider Field. Airs Saturday, September 5 through Monday, September 7. Please visit [www.siriusxm.com/laborday](http://www.siriusxm.com/laborday) for full schedule.

**80s on 8:** Airs Awesome End of Summer Exclusive Subscriber Show with Rick Springfield & Loverboy, hosted by VJ Mark Goodman from the legendary Theatre of Living Arts in Philadelphia. Friday, September 4 at 3:00 pm ET.

**Rock & Roll Hall of Fame Radio** (channel 310): will celebrate the 20<sup>th</sup> anniversary of the Rock and Roll Hall of Fame and Museum opening in Cleveland with highlighted tracks from the opening night concert on Labor Day weekend 1995. Enjoy history-making performances

from John Mellencamp, Al Green, The Pretenders, James Brown, Johnny Cash, Aretha Franklin, Bruce Springsteen and the E Street Band and many more plus, insight from current Rock Hall President and CEO Greg Harris. Airs Friday, September 4.

**Radio Margaritaville** (channel 24): celebrate the last long weekend of summer with Radio Margaritaville's four days of Jimmy's Labor Day concerts, *plus* his best shows from this year's Workin' N' Playin' Tour, beginning Friday, September 4 at 12:00 noon ET. Visit [www.siriusxm.com/laborday](http://www.siriusxm.com/laborday) for full air dates and times.

**La Kueva** (channel 768): SiriusXM's rock en español channel honors legendary rocker Gustavo Cerati with exclusive testimonials from some of today's biggest rock bands including Grammy® winner & Fabulosos Cadillacs' lead singer Vicentico, ViniloVersus, Cultura Profética, Auténticos Decadentes, TorreBlanca, Centavrus, and Diamante Eléctrico. Also, Catupecu Machu's Fernando Ruiz Diaz hosts a special celebration of Cerati's life and music sharing personal memories of the late rocker and playing some of Cerati's biggest hits. Airs throughout the weekend beginning Friday, September 4 at 4:00 pm ET.

## **SPORTS**

**College Football:** SiriusXM will kick off college football's opening weekend with live broadcasts of 60 games featuring the top-ranked teams in the country. Listeners will get marquee early season matchups Alabama-Wisconsin, Notre Dame-Texas and many more. Visit [www.siriusxm.com/collegefootballschedule](http://www.siriusxm.com/collegefootballschedule) for game times and channels.

**SiriusXM FC** (channel 85): will air *Beyond the Pitch: The Dirty Game*, a special examining the dark side of the beautiful game - match-fixing scandals that have affected soccer leagues around the world. Listeners will hear from an admitted match-fixer who was caught and convicted, as well as the people tasked with investigating the corruption. Airs September 4 at 8:00 pm, September 5 at 8:00 am and 4:00 pm, September 6 at 1:00 pm and 9:00 pm, and September 7 at 1:00 pm and 9:00 pm. All times are ET.

**MLB:** As Major League Baseball teams make their push for the postseason, SiriusXM offers live broadcasts of every MLB game from coast-to-coast throughout Labor Day Weekend and beyond. Visit [www.siriusxm.com/mlbschedule](http://www.siriusxm.com/mlbschedule) for game times and channels.

**SiriusXM NASCAR Radio** (channel 90): will offer live broadcasts of the weekend's NASCAR races from Darlington Raceway in South Carolina – the VFW Sport Clips Help A Hero 200 NASCAR XFINITY Series race (September 5 at 3:00 pm ET) and the Bojangles' Southern 500 NASCAR Sprint Cup Series race (September 6 at 6:00 pm ET).

**SiriusXM PGA TOUR Radio** (Sirius 208, XM 92): will broadcast all four days of the Deutsche Bank Championship (September 3-6) from TPC Boston in Massachusetts.

**SiriusXM Fantasy Sports Radio** (Sirius 210, XM 87): will prepare fantasy football fans for the coming season with around the clock fantasy news and analysis throughout Labor Day Weekend, plus broadcasts of expert and celebrity drafts, including the "Big League Impact" drafts that feature the participation of major league ballplayers and other celebrities.

For a complete schedule of programming airing during the Labor Day holiday, please visit [www.siriusxm.com/laborday](http://www.siriusxm.com/laborday).

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### **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.

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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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