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Soccer Legend Sir Alex Ferguson to be Featured Guest on SiriusXM's Exclusive Town Hall Series

Former Manchester United Manager will discuss soccer, leadership and more with an audience at SiriusXM's New York studios October 9

NEW YORK, Sept. 29, 2015 /PRNewswire/ -- SiriusXM announced today that Sir Alex Ferguson, one of the greatest managers in soccer history, will sit down for an exclusive Q&A with an in-studio audience at the SiriusXM Studios in New York City on Friday, October 9.



The event is part of SiriusXM's acclaimed "Town Hall" series, which features intimate, in-studio gatherings that bring together an iconic personality and SiriusXM listeners. The show will air on October 9 at 7:00 pm ET on [SiriusXM FC](#), channel 85, and will be moderated by longtime soccer executive and SiriusXM host Charlie Stillitano.

Sir Alex, the longest serving manager in Manchester United history and one of the most decorated coaches the game has ever seen, will talk about his legendary career and his principles for leadership, and he will answer questions posed by the SiriusXM subscribers in attendance. Sir Alex's new book, *Leading*, will be released in the United States on October 6.

"It's a great honour to be asked to participate in the "SiriusXM Town Hall" series and I am looking forward to sitting down with Charlie Stillitano to discuss my career and approach to management," Sir Alex said. "It will be an enjoyable experience and I'm intrigued to hear what the SiriusXM listeners want to learn about my time in football."

"To look at Sir Alex's life and career is to see a profile of extraordinary leadership and success. He has set an example that can be admired far beyond the world of sports," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "We are honored and excited that he has chosen SiriusXM as a place to share his thoughts and experiences in sports and a variety of other areas."

Sir Alex Ferguson retired as manager of Manchester United in 2013 following a period of over 26 years and 1500 games at the helm of one of the most storied sports franchises in the world. Over a management career that lasted 39 years, he won 49 major trophies, making him the most successful manager in the history of British soccer.

Admired for placing his emphasis on attacking football, with home-grown talent at the heart

of his teams, Sir Alex made his name with Aberdeen, winning nine domestic trophies and a European Cup Winners Cup over a six-year period in the late 70s and early 80s. After moving over to Manchester United in 1986, he led the club to the first of many trophies together in 1990. Domestically he won four League Cups, five FA Cups and a staggering 13 League titles. Internationally, he guided Manchester United to the 1999 UEFA Champions League title and the Red Devils that year became the first English club to complete the fabled treble (Premier League, FA Cup and Champions League titles). He added another Champions League title and Cup Winners Cup along with an Intercontinental Cup and a FIFA Club World Cup.

Sir Alex is now Director on the football board at Old Trafford and serves in an ambassador role for both UNICEF and UEFA as well holding the position of Fellow to the Executive Education Program at Harvard Business School.

After the debut the special will be available on [SiriusXM On Demand](#). Some of the personalities previously featured on SiriusXM's "Town Hall" specials include Pele, Taylor Swift, Bruce Springsteen, Lady Gaga, Cardinal Timothy Dolan, Katy Perry, Eminem, Gary Player, Roger Goodell, Mike Krzyzewski and others.

About SiriusXM

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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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