

October 23, 2015



## **SiriusXM Offers Extensive Coverage of 2015-16 NBA Season**

**Live broadcasts of every game from Opening Night through NBA Finals**

**Daily NBA talk on SiriusXM NBA Radio channel with hosts Vinny Del Negro, Mike Dunleavy, Sr., Rick Fox, Eddie Johnson, Stacey King, Rick Mahorn, Brian Scalabrine, Mateen Cleaves and others**

NEW YORK, Oct. 23, 2015 /PRNewswire/ -- SiriusXM will offer subscribers nationwide comprehensive coverage of the 2015-16 NBA season, offering live play-by-play of every game from Opening Night through the NBA Finals, plus daily in-depth talk and analysis on SiriusXM NBA Radio.



The NBA begins its 70<sup>th</sup> season on Tuesday, October 27, with a tripleheader featuring the Atlanta Hawks hosting the Detroit Pistons (8:00 pm ET), the Cleveland Cavaliers visiting the Chicago Bulls (8:00 pm ET) and the defending NBA Champion Golden State Warriors hosting the New Orleans Pelicans (10:30 pm ET). Channels for these and future games on SiriusXM can be found at [www.siriusxm.com/nba](http://www.siriusxm.com/nba).

NBA programming is available to subscribers with XM Select, Sirius Premier or Sirius All-Access plans. Those satellite radio subscribers who add SiriusXM Internet Radio access to their subscription also get access to every team's official radio broadcast for every game on the SiriusXM app.

In addition to live play-by-play, [SiriusXM NBA Radio](#) offers fans the most extensive and in-depth NBA coverage available on radio. The channel airs nationwide on satellite radios (XM channel 86, Sirius channel 207) and on the SiriusXM app and offers live game broadcasts and a daily schedule of NBA-focused news and talk from a distinguished roster of hosts.

Personalities on the channel include former star players and coaches such as Vinny Del Negro, Mike Dunleavy, Sr., Rick Fox, Eddie Johnson, Stacey King, Rick Mahorn, Brian Scalabrine and Mateen Cleaves. They are joined on air by hosts Mark Boyle, Gerald Brown, Tom Byrne, Howie Cowart, Brian Geltzeiler, Jared Greenberg, Jonathan Hood, Frank Isola, Jason Jackson, Mitch Lawrence, Joel Meyers, Jeff Rickard and Justin Termine.

NBA fans can call in to discuss the latest headlines and weigh in with their opinions on the issues of the day. The channel will also feature regular interviews with current players and coaches as well as NBA legends, on-location broadcasts from special events and more.

## **About SiriusXM**

[Sirius XM Holdings Inc.](#) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 29 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment, and a wide-range of Latin music, sports and talk programming. 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, and RVs through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™. SiriusXM delivers critical weather, data and information services to aircraft and boats through SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, XMWX Weather, and XMWX Marine™. In addition, [SiriusXM Music for Business](#) provides commercial-free music to a variety of businesses. SiriusXM holds a minority interest in [SiriusXM Canada](#) which has more than 2.6 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](#).

*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.*

**Source: SiriusXM**

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