

November 11, 2015



Fredrik Eklund to Host New Talk Show Exclusively on SiriusXM

"Buying and Selling" to debut on SiriusXM's Stars channel starting November 20

Eklund, star of Bravo's "Million Dollar Listing New York," is joined by his co-host brother for a new limited-run series taking a look at the world of buying and selling brands, pop-culture and real estate

NEW YORK, Nov. 11, 2015 /PRNewswire/ -- SiriusXM announced today the launch of *Buying and Selling*, a new one-hour show in which Fredrik Eklund, star of Bravo's *Million Dollar Listing New York*, will examine the art of buying and selling—almost anything.



Buying and Selling teams Fredrik with his brother, co-host Sigge Eklund, a comedian, author and host of one of the most popular podcasts in Sweden, for this limited-run series on SiriusXM's Stars channel beginning November 20. The Eklund brothers will be joined by a celebrity guest each week for a lively conversation about current deals and successes with buying and selling—in pop-culture, real estate and even their personal lives. Sharing their common obsession with what makes something sellable in today's world, they will discuss topics ranging from successful selling of a personal brand, a penthouse apartment or the art of selling a story.

"I am beyond excited to host a new show with my brother Sigge on SiriusXM," said Fredrik Eklund. "This is the perfect platform for us to connect more with fans and each other—sharing our different perspectives and best practices for successful selling of brands."

"Fredrik has created a highly successful brand name out of his career in selling real estate," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "With his new show on SiriusXM, listeners can expect to get a taste of his infectious personality, blended with his passion for sales, marketing, and building trusting relationships in business and in life. Along with his brother Sigge, a pop-culture whiz, listeners can expect to hear lots of anecdotal stories, laughs and cha-chings."

Eklund stars in *Million Dollar Listing New York*, Bravo's Emmy-nominated television series that takes a closer look at top real estate agents and their intertwining lives as they fight for their share of the market in New York City. One of the world's most successful real estate agents who regularly sets sales records, Eklund is a licensed broker at Douglas Elliman. Originally from Stockholm, Sweden, Eklund was named the #1 real estate agent in New York

City by *The Real Deal* magazine in 2014 and 2015, and is the author of *The Sell: The Secrets of Selling Anything to Anyone*, an international best-seller published by Avery.

Buying and Selling will premiere on Friday, November 20, at 12:00 pm ET on SiriusXM Stars, channel 109. The channel is available to SiriusXM subscribers nationwide on satellite radios, and on the SiriusXM app and online at siriusxm.com. The SiriusXM Stars channel includes shows hosted by Jenny McCarthy, Maria Menounos, Judith Regan, Jenny Hutt, Randi Zuckerberg and Alexa von Tobel.

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 online at SiriusXM. 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.

To download SiriusXM logos and artwork, visit <http://www.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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