

November 18, 2015



"Gridiron Grudges: College Football's Fiercest Rivalries" Debuts on SiriusXM November 23

Eight-part radio series explores the history, intensity and emotions of some of the game's most storied matchups

Features interviews with Joe Namath, Lou Holtz, Nick Saban, Bobby Bowden, Bob Stoops, Archie Manning, Eddie George, celebrity fans Tim McGraw, Jake Owen and Jim Ross, and many more

NEW YORK, Nov. 18, 2015 /PRNewswire/ -- SiriusXM will air a special eight-part radio series focused on the history behind several of the most storied rivalries in the history of college football. *Gridiron Grudges: College Football's Fiercest Rivalries* will debut on Monday, November 23, and air throughout Thanksgiving Week, leading up to this season's versions of these rivalry games.



Each episode of the series will be devoted to capturing the history, intensity and emotions of a different rivalry. Those featured will be:

- **Ohio State-Michigan** (*Series dates back to 1897*)
- **Auburn-Alabama** (*1893*)
- **Clemson-South Carolina** (*1896*)
- **UCLA-USC** (*1929*)
- **Florida-Florida St.** (*1958*)
- **Georgia-Georgia Tech** (*1893*)
- **Ole Miss-Mississippi St.** (*1901*)
- **Oklahoma-Oklahoma St.** (*1904*)

Listeners will get an in-depth look at the origins of each long-standing matchup and be able to re-live historic moments and memorable game highlights. They will hear the perspectives of players and coaches who have been participants in these contests on the field, as well as the fans who have watched year after year and cheered and cried over the outcome.

The series will air nationwide on SiriusXM's 24/7 college sports channel, SiriusXM College Sports Nation (channel 84 on satellite radios and on smartphones via the SiriusXM app). Each 30 or 60-minute episode will air multiple times, and will also be available on SiriusXM On Demand.

Go to www.SiriusXM.com/GridironGrudges for classic photos, rivalry facts and figures and more.

This programming will also be made available on inactive SiriusXM radios as part of SiriusXM's free listening preview program, which runs through December 2. (Some older Sirius satellite radios may not be capable of receiving the free listening preview channels.)

"Few things stir fans' emotions the way these classic rivalries do. Every fall these games represent either the highlight or the heartbreak of the season for so many," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "On SiriusXM College Sports Nation we are able to delve deeper into the history and excitement of these matchups in a way nobody else on radio can. As the anticipation for this year's games builds, this series will enable fans to re-live fond memories of these rivalries, and maybe learn something new, as we tell the stories behind them."

Gridiron Grudges: College Football's Fiercest Rivalries— Series Schedule

Ohio State-Michigan, narrated by Mark Packer

Air dates: Nov. 23 (4:00 pm & 8:00 pm ET), Nov. 25 (10:00 pm ET), Nov. 26 (11:00 am & 3:00 pm ET)

Interviews include: Former Ohio State RBs **Eddie George** and **Robert Smith**, former OSU LB **Chris Spielman**, former Michigan lineman **Dan Dierdorf**, former Michigan QB **Chad Henne**, former Michigan head coach **Brady Hoke**, former Michigan DB **Marcus Ray**, and others

Auburn-Alabama, narrated by Taylor Zarzour

Air dates: Nov. 23 (7:00 pm ET), Nov. 24 (4:00 pm ET), Nov. 26 (2:00 pm ET)

Interviews include: Former Alabama QB **Joe Namath**, Alabama coach **Nick Saban**, Auburn coach **Gus Malzahn**, former Alabama QB **Greg McElroy**, former Auburn WR **Sammie Coates**, former Alabama coach **Gene Stallings**, former Auburn coach **Pat Dye**, and others

Clemson-South Carolina, narrated by Mark Packer

Air dates: Nov. 24 (9:30 pm ET), Nov. 25 (4:30 pm & 8:30 pm ET), Nov. 26 (12:30 pm ET)

Interviews include: Former South Carolina coach **Lou Holtz**, former Clemson coach **Tommy Bowden**, former South Carolina RB **George Rogers**, country music star **Tim McGraw**, and others

UCLA-USC, narrated by Chris Childers

Air dates: Nov. 25 (7:30 pm ET), Nov. 26 (10:30 am & 4:30 pm ET)

Interviews include: Former UCLA coach and player **Rick Neuheisel**, former USC QB **Matt Leinart**, former UCLA QB **Matt Stevens**, and others

Florida-Florida State, narrated by Jack Arute

Air dates: Nov. 24 (9:00 pm ET), Nov. 25 (4:00 pm & 8:00 pm ET), Nov. 26 (12:00 pm ET)

Interviews include: Former Florida St. head coach **Bobby Bowden**, former FSU DBs **Deion Sanders** and **Samari Rolle**, former Florida QB **Chris Leak**, country music star **Jake Owen**, and others

Ole Miss-Mississippi State, narrated by Taylor Zarzour

Air dates: Nov. 24 (10:30 pm ET), Nov. 25 (9:30 pm ET), Nov. 26 (1:30 pm & 5:30 pm ET)

Interviews include: Former Ole Miss QB **Archie Manning**, former Mississippi St. head coach **Jackie Sherrill**, Ole Miss head coach **Hugh Freeze**, Mississippi St. head coach **Dan Mullen**, and others

Georgia-Georgia Tech, narrated by Chris Childers

Air dates: Nov. 24 (10:00 pm ET), Nov. 25 (9:00 pm ET), Nov. 26 (1:00 pm & 5:00 pm ET)

Interviews include: former Georgia QB **Buck Belue**, former Georgia Tech WR **Calvin Johnson**, Georgia Tech head coach **Paul Johnson**, former Georgia coach **Jim Donnan**, and others

Oklahoma-Oklahoma State, narrated by Jack Arute

Air dates: Nov. 25 (7:00 pm ET), Nov. 26 (10:00 am & 4:00 pm ET)

Interviews include: Oklahoma head coach **Bob Stoops**, Oklahoma St. head coach **Mike Gundy**, WWE Hall of Famer **Jim Ross**, and others

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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