

March 31, 2014



Soccer Legend Pele to Participate in a Special Town Hall Event with SiriusXM Listeners

Game's greatest player sits down for Q&A with in-studio audience April 2 at SiriusXM Studios in New York

Broadcast airs nationwide on SiriusXM FC, channel 94

NEW YORK, March 31, 2014 /PRNewswire/ -- SiriusXM announced today that legendary soccer star Pele will sit down for an exclusive Q&A with an in-studio audience at the SiriusXM Studios in New York City on Wednesday, April 2, as part of SiriusXM's exclusive "Town Hall" series.



"SiriusXM's Town Hall with Pele" will air at 6:00 pm ET on [SiriusXM FC](#), channel 94, and will be moderated by longtime broadcaster Seamus Malin, who called Pele's games with the New York Cosmos. Pele will be joined in studio by a small audience of SiriusXM subscribers who will have the opportunity to ask him questions about his life and legendary career. Pele will also discuss his new book, *Why Soccer Matters*.

After the debut broadcast the special will be available on [SiriusXM On Demand](#) for subscribers via the [SiriusXM Internet Radio App](#) or online at [SiriusXM.com](#).

"I am looking forward to sharing my life story and discussing my new book, *Why Soccer Matters* with the SiriusXM community," said Pele. "It has been nearly 40 years since I last played professionally, and it's very special to know that I still have such a captive audience. In the process of sharing insights and perspectives throughout my career, I hope it will inspire the youth and today's generation of athletes."

"Pele is one of the greatest sportsmen the world has ever known and he has continued to influence the sport of soccer and its fans long after his playing career ended," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "He is a true global icon and to give our listeners the opportunity to interact with him in this intimate SiriusXM Town Hall setting is very special."

Widely regarded by soccer experts and fans as the greatest player of all time, Pele's name has been synonymous with soccer greatness for nearly six decades. He won three FIFA World Cups with Brazil, where he is hailed as a national hero for both his play on the field

and his dedication to improving social conditions for the poor. The greatest goal scorer of all-time, he found the net 1283 times in 1366 games during his career, a feat recognized as a Guinness World Record. When he joined the New York Cosmos of the North American Soccer League in 1975, he significantly increased public awareness and interest in soccer in the United States, and he led the team to the NASL championship in 1977, his third and final season with the club.

In 1999, Pele was named one of *Time* magazine's 100 most influential people of the 20th century, was elected "Athlete of the Century" by the International Olympic Committee, and was voted World Player of the Century by the International Federation of Football History & Statistics. In 2014, he received the prestigious FIFA Ballon d'Or Prix d'Honneur in recognition of his career and achievements as a global soccer icon. Since his retirement from the soccer pitch he has used his global standing to serve as an active ambassador for humanitarian and environmental causes.

In his latest book, *Why Soccer Matters*, due out April 1, Pele details his ambitious goals for the future of the sport and, by extension, the world.

The event is part of SiriusXM's "Town Hall" series, which features intimate gatherings with an iconic personality sitting down with a studio audience of SiriusXM listeners. Previous SiriusXM "Town Hall" specials have featured Katy Perry, Robin Williams, Eminem, Bruce Springsteen, Cardinal Timothy Dolan, Roger Goodell, Ringo Starr, Mike Krzyzewski and many others.

SiriusXM FC (channel 94) airs 24 hours a day, 365 days a year and offers the most comprehensive soccer coverage available in radio with live play-by-play from the Barclays Premier League, La Liga, Serie A and Ligue 1, UEFA Champions League, FA Cup, Capital One Cup, UEFA Europa League and Major League Soccer. Complementing the game coverage on the channel is a daily lineup of soccer talk shows hosted by an expert cast of former players, coaches, executives and journalists including John Harkes, Tony Meola, Ray Hudson, Charlie Stillitano, Neil Barnett, Roger Bennett, Michael Davies and entertainer Kevin Flynn. For more info on SiriusXM FC visit www.SiriusXM.com/FC. Follow the channel on Twitter [@SiriusXMFC](https://twitter.com/SiriusXMFC).

About SiriusXM

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On social media, join the SiriusXM community on [Facebook](https://www.facebook.com/SiriusXM), [Twitter](https://twitter.com/SiriusXM), [Instagram](https://www.instagram.com/SiriusXM), and

[YouTube](#).

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 entertainment providers; our ability to attract and retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; failure of our satellites, which, in most cases, are not insured; the interruption or failure of our information and communications systems; the security of the personal information about our customers; 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; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; failure to comply with FCC requirements and other government regulations; and our indebtedness. 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, 2013, 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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