

September 3, 2014



SiriusXM Announces 7 Days of Style

Exclusive programming to be headlined by New York Fashion Week creator Fern Mallis and Laura Brown, Executive Editor of Harper's Bazaar

Film director and SiriusXM host Perri Peltz presents exclusive interview with designer Tory Burch to discuss the creation of Burch's line for New York Fashion Week

Programming will air on SiriusXM Stars channel 109

NEW YORK, Sept. 3, 2014 /PRNewswire/ -- SiriusXM today announced *7 Days of Style*; exclusive fashion programming airing in tandem with New York Fashion Week, beginning Thursday, September 4.



SiriusXM's programming will feature interviews, tips, and rare behind-the-scenes access to some of the world's most respected designers and stylists. SiriusXM hosts and world-renowned experts will share the season's latest must-have styles and trends in fashion, beauty, and accessories.

On Wednesday, September 10, SiriusXM will launch a live, one-hour, four-week series hosted by Laura Brown, Executive Editor of Harper's BAZAAR. Brown, trendsetter, fashion editor and host of the popular YouTube fashion series, [The Look](#), will talk to listeners about the latest tips on beauty and style, as well as speak with industry experts, editors of the 147 year-old magazine, and celebrity guests.

Legendary fashion icon Fern Mallis will take SiriusXM listeners backstage during New York Fashion Week as she talks to buyers, bloggers, models, photographers, designers, and celebrity attendees for their perspectives on the collections. During SiriusXM's *7 Days of Style*, Mallis will also host fashion roundtables with guests including designers Max and Dao of Public School, Brandon Sun, and Bibhu Mohapatra. *Fashion Insiders* with Fern Mallis will air daily beginning Thursday, September 4 through Thursday, September 11 at 8 pm ET.

Documentary film director and SiriusXM host Perri Peltz presents "The Road to Fashion Week," featuring an exclusive interview with style icon and designer Tory Burch about the process of creating a line for New York Fashion Week from the showroom to the runway. The designer also discusses the great efforts of the Tory Burch Foundation in supporting female entrepreneurs. Airs Tuesday, September 9 at 11:00 am ET.

The Moms with Denise Albert and Melissa Musen Gerstein host a "Mamarazzi" Fashion Show in front of a live studio audience at the SiriusXM studios in New York. The hosts will interview designers and will focus on children's fashion and style trends for fashionable moms. Airs Monday, September 8 at 11:00 am ET.

SiriusXM's *7 Days of Style* is available via satellite on SiriusXM Stars channel 109 and through the [SiriusXM Internet Radio App](#) for smartphones and mobile devices. For a complete list of air dates and times, please visit www.siriusxm.com/stars. After the broadcast, subscribers will also be able to listen via SiriusXM On Demand. Please visit www.siriusxm.com/ondemand for more information.

Additional fashion programming on SiriusXM will include:

Just Jenny with Jenny Hutt will feature daily segments focusing on fashion for women over forty, advice for time-strapped moms, career women, and everyone in between. Expert guests will discuss jewelry trends, beauty tricks and athletic apparel. Airs Thursday, September 4 at 10:00 am ET.

Financially Fearless' Alexa von Tobel will explore the business of fashion including what investment pieces are worth the splurge and ways to save for those must-have items. Airs Thursday, September 4 at 11:00 am ET.

Bevy Smith, co-host of Bravo's *Fashion Queens*, shares her street style inspiration with special guest bloggers, magazine editors and Instagram stars to help fashionistas develop their own street style. Airs Wednesday, September 10 at 11:00 am ET.

Dermatologist to the stars, Dr. Fredric Brandt, will offer listeners tips and shortcuts straight off the runway including secrets to supermodel skin and how you can implement the strategies at home. *Ask Dr. Brandt* airs Saturday, September 6 at 1 pm ET.

Cosmo's Wake Up with Taylor will be joined by editors and bloggers discussing the process of creating signature looks. Airs Friday, September 5 at 8:00 am ET.

SiriusXM Stars channel 109 features unique and diverse programming for women all in one place, including shows hosted by Dr. Laura, Pia Lindstrom, Fern Mallis, Martha Stewart, and others.

For more information, please visit www.siriusxm.com.

About SiriusXM

[Sirius XM Holdings Inc.](#) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has more than 26.3 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S. and from retailers nationwide as well as at shop.siriusxm.com. SiriusXM programming is available through the [SiriusXM Internet Radio App](#) for smartphones and other connected devices as well as online at siriusxm.com. SiriusXM also provides premium traffic, weather, data and information services for subscribers in cars, trucks, RVs, boats and aircraft through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™, SiriusXM Aviation, SiriusXM

Marine™, Sirius Marine Weather, XMWX Aviation™, and XMWX Marine™. SiriusXM holds a minority interest in [SiriusXM Canada](#) which has more than 2 million subscribers.

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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 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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