

January 15, 2015



# SiriusXM Announces Special Programming from 2015 PGA Merchandise Show

**SiriusXM PGA TOUR Radio channel to broadcast 35 hours of programming from the annual global golf event in Orlando, Florida**

**PGA Professionals Hank Haney and Jim McLean host special "Teachers Town Hall" show on PGA Forum Stage**

**Debut of two new programs - "Playing for Pride" with Bob Ford; "Harmon Golf Radio" hosted by Claude Harmon III with first guest Butch Harmon**

NEW YORK, Jan. 15, 2015 /PRNewswire/ -- SiriusXM will feature a special lineup of programming originating from the 62<sup>nd</sup> PGA Merchandise Show, January 20-23, 2015, in Orlando, Florida, featuring shows hosted by several of the game's top instructors and current and former professionals.



SiriusXM's exclusive golf channel – [SiriusXM PGA TOUR Radio](#) (Sirius channel 208, XM channel 93) – will broadcast 35 hours of coverage from the PGA Show Outdoor Demo Day at the Orange County National Golf Center and PGA Show days at the Orange County Convention Center.

Among the highlights for the week is a special "SiriusXM Teachers Town Hall" program featuring some of the game's prominent instructors together on the PGA Forum Stage at the convention center – PGA Professionals **Hank Haney** and **Jim McLean**, as well as **Claude Harmon III**, who will moderate the discussion. Happening on Thursday, January 22 at 2:00 pm ET, the teachers – who are all SiriusXM hosts – will share their thoughts on several headline topics before taking questions from members of the audience. The show will be recorded and air nationwide on SiriusXM PGA TOUR Radio on Saturday, January 24 at 7:00 am ET and Sunday, January 25 at 11:00 am ET.

On Wednesday, January 21 at 12:00 pm ET, **Harmon III** will host the premiere of the new weekly show, *Harmon Golf Radio*, live from the SiriusXM set at the PGA Merchandise Show. He will be joined on set by his father, **Butch Harmon**.

PGA Professional **Bob Ford** will also debut his new SiriusXM PGA TOUR Radio show, *Playing for Pride*, live from the convention center on Wednesday, January 21, at 10:00 am ET.

Additionally, throughout the week, SiriusXM's set will showcase live shows hosted by **Chris DiMarco, Natalie Gulbis, Debbie Doniger, Mark Carnevale, John Maginnes, Carl Paulson, Dennis Paulson, Jeff Warne, Matt Adams, Brian Katrek** and **Brian Bateman**.

"The PGA Merchandise show is the golf industry's biggest showcase and we are excited to bring our massive nationwide golf audience inside the event with live access every day," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "Our hosts, several of whom are the game's foremost teaching professionals, will offer their take on the state of the sport and its growth going forward, and our listeners will get an inside look at the equipment and trends to look for in 2015."

#### SiriusXM PGA TOUR Radio Schedule from PGA Merchandise Show: (All times ET)

##### Tuesday, Jan. 20 – PGA Show Outdoor Demo Day

7 – 9 am: *Fairways of Life* with Matt Adams (live)

9 – 10 am ET: *McLean Golf School* with Jim McLean and Jeff Warne (live)

10am – 12 pm: *Inside the Ropes* with Carl Paulson and Dennis Paulson (live)

12 – 2 pm: *Opinionated* with Chris DiMarco (live)

3 – 5 pm: *The Mark Carnevale Show* (live)

5 – 7 pm: *On Tap* with Brian Katrek and John Maginnes (live)

##### Wednesday, Jan. 21 – PGA Merchandise Show

7 – 9 am: *Fairways of Life* with Matt Adams (live)

9 – 10 am: *McLean Golf School* with Jim McLean and Jeff Warne (live)

10am – 12 pm: *Playing for Pride* with Bob Ford and Taylor Zarzour (live debut)

12 – 1 pm: *Harmon Golf Radio* with Claude Harmon III and guest Butch Harmon (live debut)

1 – 2 pm: *Sea Island Golf Radio* with Brian Bateman (live)

2 – 4 pm: *The Mark Carnevale Show* (live)

4 – 5 pm: *The Golfer Girls* with Natalie Gulbis and Debbie Doniger (live)

5 – 7 pm: *On Tap* with Brian Katrek and John Maginnes (live)

##### Thursday, Jan. 22 – PGA Merchandise Show

7 – 9 am: *Fairways of Life* with Matt Adams (live)

9 – 10 am: *Hank Haney Golf Radio* (live)

10 – 11 am: *Sea Island Golf Radio* with Brian Bateman (live)

11am – 1 pm: *Inside the Ropes* with Carl Paulson and Dennis Paulson (live)

2 – 3 pm: *SiriusXM's Teachers Town Hall with Hank Haney, Jim McLean & Claude Harmon III* (live on stage, taped for later airing)

##### Friday, Jan. 23 – PGA Merchandise Show

7 – 9 am: *Fairways of Life* with Matt Adams (live)

9 – 10 am ET: *Leadbetter's Locker Room* with David Leadbetter (live)

11am – 1 pm: *Inside the Ropes* with Carl Paulson and Dennis Paulson (live)

#### **About the PGA Merchandise Show**

The 62nd PGA Merchandise Show, held Jan. 20-23, 2015, in Orlando, Florida, will welcome some 1,000 top golf companies and brands and more than 40,000 industry professionals from around the world to the industry's annual global summit for the business of golf. The PGA Show Outdoor Demo Day, the world's largest professional golf testing event, will be held on Tuesday, Jan. 20, at the Orange County National Golf Center. During PGA Show days, Jan. 21-23 at the Orange County Convention Center, PGA Professionals, retailers and industry leaders will uncover the latest trends, source the newest golf merchandise, test the latest equipment, attend industry presentations, learn proven business best practices, network among peers and move forward the business of the game. The PGA Merchandise Show is organized in partnership with the PGA of America as a trade-only event.

### **About SiriusXM**

[Sirius XM Holdings Inc.](#) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 27.3 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. SiriusXM is also a leading provider of connected vehicles services to major automotive manufacturers, 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.

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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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Media contact:

Andrew FitzPatrick

SiriusXM

212.901.6693

[andrew.fitzpatrick@siriusxm.com](mailto:andrew.fitzpatrick@siriusxm.com)

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