

February 18, 2014



## SiriusXM Announces Broadcast Coverage for Daytona 500

**Fans nationwide get live broadcast of 56th Daytona 500 on Feb. 23, plus multiple channels carrying in-car audio of drivers**

**Extensive coverage from the track on race day and throughout Speedweeks on SiriusXM NASCAR Radio channel 90**

NEW YORK, Feb. 18, 2014 /PRNewswire/ -- SiriusXM, the Official Satellite Radio Partner of NASCAR, will offer listeners comprehensive coverage of the 56<sup>th</sup> running of the Daytona 500, with the live race broadcast, multiple channels carrying in-car audio from some of the sport's top drivers, and daily coverage from Daytona International Speedway on [SiriusXM NASCAR Radio](#) (channel 90).

(Logo: <https://photos.prnewswire.com/prnh/20101014/NY82093LOGO> )

On Sunday, February 23, Daytona 500 race day, SiriusXM will start broadcasting live at 7:00 am ET and will offer listeners a full day of live coverage from the speedway. Subscribers will have access to all the action on the track during The Great American Race, which starts at 1:00 pm ET, plus full pre- and post-race coverage with expert analysis, reports from pit road and the garages, driver introductions and interviews with the winner and other drivers.

SiriusXM will also offer additional Driver2Crew Chatter<sup>™</sup> channels that will carry the in-car audio of several drivers as they compete in the Daytona 500. Drivers featured will include reigning six-time NASCAR Sprint Cup Series champion **Jimmie Johnson**, 2012 champion **Brad Keselowski**, plus **Tony Stewart**, **Jeff Gordon**, **Dale Earnhardt Jr.**, **Danica Patrick**, and Coors Light Pole Award winner **Austin Dillon**, who will be running the #3 car for the first time in Cup series competition since that number was last driven by Dale Earnhardt, Sr. in 2001.

Programming on SiriusXM NASCAR Radio, channel 90 – including race broadcasts – is available to Sirius subscribers, XM Premier and SiriusXM Premier subscribers and is also simulcast online at SiriusXM.com and on the SiriusXM Internet Radio App.

SiriusXM NASCAR Radio will also provide live coverage of the **UNOH Battle at the Beach**, the non-points race featuring drivers from the NASCAR Whelen Modified Tour and NASCAR Whelen Southern Modified Tour, tonight, Feb. 18 (6:45 pm ET), the **Budweiser Duel at Daytona**, the 150-mile NASCAR Sprint Cup Series qualifying races, on Thursday, Feb. 20 (6:00 pm ET), the **NextEra Energy Resources 250** Camping World Truck Series race on Friday, Feb. 21 (7:00 pm ET), and the **Drive4COPD 300** NASCAR Nationwide Series race on Saturday, Feb. 22 (12:45 pm ET).

Throughout this week fans will get up-to-the-moment news, analysis and interviews with

drivers, owners and crew members on SiriusXM NASCAR Radio, which will broadcast live from Daytona every day. The channel's daily talk lineup begins at 7:00 am ET and features a roster of expert hosts that includes Hall of Famer Buddy Baker, Danny "Chocolate" Myers, Claire B. Lang, Dave Moody, Mike Bagley, Pete Pistone, Pat Patterson, Jim Noble, Angie Skinner, Brad Gillie and Lee Spencer.

On Monday, Feb. 24, on *The Morning Drive*, hosts Bagley and Pistone will be joined live by the 2014 Daytona 500 Champion driver, crew chief and team owner.

As the Official Satellite Radio Partner of NASCAR, SiriusXM broadcasts every NASCAR Sprint Cup Series, NASCAR Nationwide Series and NASCAR Camping World Truck Series race live. For more info on SiriusXM NASCAR Radio please visit [www.siriusxm.com/nascar](http://www.siriusxm.com/nascar).

### **About SiriusXM**

[Sirius XM Holdings Inc.](http://www.siriusxm.com) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 25.6 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](http://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](http://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.

On social media, join the SiriusXM community on [Facebook](#), [Twitter](#), [Instagram](#), 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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