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# SiriusXM Launches Special Programming Showcasing Female Country Music Artists on The Highway Channel

## The Highway to spotlight young emerging female country artists on "Fresh Female Voices"

NEW YORK, Aug. 11, 2014 /PRNewswire/ -- SiriusXM announced today that it will launch *Fresh Female Voices*, special programming dedicated to showcasing a wide range of music by female country artists. *Fresh Female Voices* will launch on Monday, August 11, on SiriusXM's The Highway channel.



"It's a fan question and an industry question that everyone is asking right now. Where is the female talent in country music? With *Fresh Female Voices*, we will be introducing our national audience to a wide variety of female talent that is out there right now working hard and trying to connect with fans. We hope to be a conduit by exposing a wide variety of types and styles of country music – while spotlighting up and coming female country music talent," said John Marks, Senior Director, Music Programming, SiriusXM.

*Fresh Female Voices* on The Highway will feature music by signed and unsigned artists, including Clare Dunn, Brooke Eden, Sister C and many others.

*Fresh Female Voices* will launch on Monday, August 11 and air through Sunday, August 17 via satellite on The Highway channel 56, and through the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at [siriusxm.com](http://siriusxm.com).

The Highway plays new country music. Listeners will hear music from Brad Paisley, Miranda Lambert, Jason Aldean, Blake Shelton, Luke Bryan and Carrie Underwood.

For more information on SiriusXM, please visit [www.siriusxm.com](http://www.siriusxm.com).

### **About SiriusXM**

[Sirius XM Holdings Inc.](http://SiriusXMHoldingsInc.com) (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](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](#). 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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