

August 11, 2014



# SiriusXM and Global Music Superstar Pitbull to Create Exclusive SiriusXM Channel

**Curated by Pitbull, the channel will be highlighted by a weekly show hosted by the international pop star**

NEW YORK, Aug. 11, 2014 /PRNewswire/ -- SiriusXM announced today it has joined with global music superstar Pitbull to create a channel featuring music by the international pop star as well as his personal musical selections.



The channel will be curated and presented by the pop star and entrepreneur and will feature music from across multiple genres exclusively for SiriusXM listeners. The channel will be anchored by a weekly show hosted by Pitbull. The new channel will be infused with Pitbull's music - from his early days in Miami through his meteoric rise to international fame and his current hits. In addition, the artist will share music by fellow musicians.

Pitbull's channel is scheduled to debut in early 2015.

"We are thrilled to team up with Pitbull in the creation of this exciting new music channel that will reach his massive audience. Pitbull is truly 'Mr. Worldwide,' and his music and

collaborations have drawn legions of fans who will now have access to a full-time channel that he is creating especially for them," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Pitbull will bring the excitement and energy of his live appearances to the channel, only on SiriusXM."

"First of all, I want to thank SiriusXM for the opportunity to touch my fans in a more personal way," said Pitbull (Armando Christian Perez). "I will also get a chance to play all the music that I love and grew up listening - most of all, we are going to have a lot of fun in the process – so, preparense [get ready] y daleeeeeee."

Armando Christian Perez aka Pitbull is a musician, performer, entrepreneur, and actor with career sales in excess of 5 million albums and over 60 million singles worldwide. Pitbull has had #1 hits in more than 15 countries, his videos have over 5 billion views and his social reach exceeds 78 million followers. His latest album, Global Warming: Meltdown features the hit singles "Feel This Moment" with Christina Aguilera, "Don't Stop The Party," "Back In Time" and his second #1 hit on the Billboard Hot 100 chart "Timber" featuring Ke\$ha.

Pitbull's world tours have sold out concerts in North and South America, Europe, and the Far East. Recently, Pitbull performed the official anthem "We Are One (Ole Ola)" with Jennifer Lopez and Claudia Leitte at the opening ceremony of the FIFA World Cup in Brazil.

A burgeoning entrepreneur, Pitbull has his own line of premium vodkas (Voli); partnerships with Playboy Enterprises and Sheets, the dissolvable energy strip; and, premier fragrances for men and women. He recently confirmed a fall co-headline U.S./Canada arena tour with Enrique Iglesias.

Pitbull's channel is an example of SiriusXM channels created with iconic and prominent artists, including Bruce Springsteen's E Street Radio, Jimmy Buffett's Radio Margaritaville, Willie Nelson's Roadhouse, The Pink Floyd Channel, B.B. King's Bluesville, Elvis Radio, Siriusly Sinatra, Ozzy Osbourne's Ozzy's Boneyard, Pearl Jam Radio, Eminem's Shade 45, Tiesto's Club Life Radio and Neil Diamond Radio.

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

## **About SiriusXM**

[Sirius XM Holdings Inc.](http://www.siriusxm.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](http://www.siriusxm.com) App for smartphones and other connected devices as well as online at [siriusxm.com](http://www.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](http://www.siriusxm.com) which has more than 2 million subscribers.

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](https://www.youtube.com/siriusxm).

*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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