

October 13, 2014



## **SiriusXM to Broadcast Exclusive ICONOS Event with Carlos Santana**

**Legendary musician, humanitarian and social activist Carlos Santana to answer questions in front of audience of SiriusXM listeners**

**With the publication of his memoir, "The Universal Tone: Bringing My Story to Light," Santana sits down for a candid conversation airing on SiriusXM's La Kueva and Caliente channels**

NEW YORK, Oct. 13, 2014 /PRNewswire/ -- SiriusXM announced today that legendary rock star Carlos Santana will sit down in front of a live studio audience of SiriusXM listeners on Tuesday, October 14 for its series "SiriusXM ICONOS," intimate gatherings with iconic Latin musicians, entertainers and ambassadors of Latino culture.



"SiriusXM ICONOS with Carlos Santana" will feature the famed guitarist, multiple GRAMMY® and Latin Grammy® award winner and Rock and Roll Hall of Famer discussing everything from his early days playing the strip bars in Tijuana and musical influences to his upcoming memoir, *The Universal Tone: Bringing My Story to Light* (Little, Brown and Company).

"Carlos Santana is a rock star in every sense of the word and we feel honored to welcome him to our SiriusXM studios," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "We look forward to hosting Santana for our 'ICONOS' series as he discusses his groundbreaking, multigenerational music and his heartfelt dedication to humanitarian causes."

"SiriusXM's ICONOS with Carlos Santana," which will take place at the SiriusXM studios in Washington D.C., will air simultaneously on SiriusXM Caliente channel 150 and La Kueva channel 540 on Tuesday, November 4 at 5:00 pm ET and through the [SiriusXM Internet Radio App](#) on smartphones and other connected devices, as well as online at [siriusxm.com](#). After the broadcast, "SiriusXM's ICONOS with Carlos Santana" will also be available to subscribers on SiriusXM On Demand.

Born in Autlan, Mexico, Carlos Santana has been the recipient of numerous awards, including ten Grammy Awards® and three Latin Grammy Awards®. The band was inducted into the Rock and Roll Hall of Fame, and Santana's works entered the Grammy Hall of Fame and Latin Grammy Hall of Fame. Carlos Santana was inducted into the NAACP Image Hall of Fame, and was dedicated a star on the Hollywood Walk of Fame. He has also received

accolades for his social engagements including the UCLA Cesar E. Chavez Spirit Award and Patrick Lippert Award.

La Kueva is SiriusXM's Latin Rock channel airing music by Santana, Mana, Juanes, Zoe, Jarabe De Palo, Molotov, Cafe Tacuba, and many more.

Caliente plays a mix of the biggest tropical, salsa, merengue and reggaeton hits, playing, among others, Marc Anthony, Juan Luis Guerra, Romeo Santos, Daddy Yankee and Prince Royce.

For more information on SiriusXM, please visit [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.*

### **About SANTANA**

For forty years and as many albums later, Santana has sold more than 100 million records and reached more than 100 million fans at concerts worldwide. To date, Santana has won ten GRAMMY® Awards and three Latin GRAMMY® Awards. He won a record-tying nine GRAMMYs for a single project for 1999's Supernatural (including Album of the Year and Record of the Year for "Smooth"). He has also received the Billboard Century Award (1996), was ushered into the Rock and Roll Hall of Fame (1998), received the Billboard Latin Music Awards' Lifetime Achievement honor (2009), and was the recipient of the Kennedy Center Honors Award (2013). Among many other honors, Carlos Santana has been cited by Rolling Stone as #15 on their list of the "100 Greatest Guitarists of All Time." And, with the 2014 release of Corazon, Santana surpassed the Rolling Stones and, along with Barbara Streisand, is one of only two music acts in Billboard history to score at least one Top Ten album for six consecutive decades from the 1960s on. On May 6<sup>th</sup>, Santana released his first ever Latin Music album entitled Corazon on RCA/Sony Latin Iberia, featuring superstar collaborative performances with ChocQuibtown, Lila Downs, Gloria Estefan, Los Fabulosos Cadillacs, Juanes, Ziggy Marley, Miguel, Nina Pastori, Pitbull, Samuel Rosa of Skank, Cindy Blackman Santana, Romeo Santos, Wayne Shorter, Soledad, and Diego Torres. The album is certified U.S. Latin Double Platinum and was the top selling Latin Music album in the United States for six consecutive weeks. Santana is currently headlining a multi-year residency at House of Blues at Mandalay Bay Resort in Las Vegas. Additionally, 'The Corazon Tour' continues in October with dates in Texas, Oklahoma, Arkansas, the Midwest, and upstate New York. This fall, Carlos Santana will release his memoir "The Universal Tone: Bringing My Story to Light."

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