

January 20, 2016



# **SiriusXM Takes Subscribers on the Road to Iowa and New Hampshire to Kick Off First Two Contests of 2016 Presidential Election**

**Comprehensive coverage of the Iowa Caucuses and New Hampshire Primary includes live, on location shows across Patriot, P.O.T.U.S., and Progress channels, bringing listeners the breaking results, major interviews, and voter reactions**

**The Red Arrow Diner, a New Hampshire political institution, will be SiriusXM's broadcast center on February 8th and 9th**

**SiriusXM Insight to launch Electoral College Tour with special broadcast from the University of New Hampshire**

NEW YORK, Jan. 20, 2016 /PRNewswire/ --Today SiriusXM announced that it will go on the road to broadcast live coverage of the first two races in the 2016 Presidential Election. Three politically-minded SiriusXM channels – Patriot (125), P.O.T.U.S. (124), and Progress (127) – will feature special programming from both the Iowa Caucuses on February 1<sup>st</sup> and the New Hampshire Primary. New Hampshire coverage will kick off on February 8<sup>th</sup>, the day before locals cast their votes. Listeners will hear analysis from their favorite hosts and other political experts as the results pour in, along with victory and concession speeches from the candidates.



"SiriusXM's wall-to-wall coverage of the 2016 presidential race is unlike anything you'll find on national radio," said Scott Greenstein, President & Chief Content Officer, SiriusXM. "Since the race for the White House began, SiriusXM hosts have landed a remarkable number of interviews with the candidates – totaling more than 100 and counting. That access to the presidential hopefuls will continue throughout 2016 as our interviews continue to make news. With primary voting shortly underway, the atmosphere in both Iowa and New Hampshire will be electric, and SiriusXM will be there to deliver all of the action to our listeners."

In Iowa, P.O.T.U.S. hosts Tim Farley (*The Midday Briefing with Tim Farley*, 12:00–3:00 p.m.

ET, M-F) and Julie Mason (*Press Pool*, 3:00-6:00 p.m. ET, M-F) will be in the heart of the political action, hosting their shows live from Des Moines. P.O.T.U.S., the non-partisan political channel will begin its special coverage starting at 7:00 p.m. ET with the results from the caucuses and what they mean for each campaign.

The Progress channel will also head to Des Moines, with hosts Ari Rabin-Havt (*The Agenda with Ari Rabin-Havt*, 9:00 am-12:00 pm ET, M-F) and Mark Thompson (*Make it Plain with Mark Thompson*, 6:00-9:00 p.m. ET, M-F) hosting their shows on location, with the progressive channel's special results coverage starting at 9:00 p.m. ET. Rabin-Havt will provide listeners with breaking news and reactions from Sec. Hillary Clinton's headquarters, with Thompson stationed at Sen. Bernie Sanders' campaign.

Stephen K. Bannon (Breitbart News Daily, 6:00-9:00 a.m. ET, M-F) and David Webb (David Webb, 9:00p.m.-12:00 a.m. ET, M-F) will represent the conservative Patriot channel's coverage of the caucuses. Webb will host a live, jam-packed show reporting on Monday evening's events, and on Tuesday morning Bannon will broadcast from Des Moines to analyze the big results and get the latest information from top political newsmakers.

The following week in New Hampshire, coverage of the nation's first primary will begin on Monday, February 8<sup>th</sup>. SiriusXM will turn the iconic Red Arrow Diner in Manchester into its broadcast center for the all-important primary. A regular stop for candidates on the campaign trail, the political hot-spot will be re-branded the "SiriusXM Red Arrow Diner" and feature live shows. In addition to interviews with the key figures in the race, the hosts will also talk with "everyday Americans" and gauge their interest, passion, and opinions on the nation's first primary. Listeners in attendance will also be treated to a complimentary meal selected from a specially designed "SiriusXM Red Arrow Diner New Hampshire Primary Menu." The hosts might even cook up some diner favorites for their listeners, with fans also having a chance to cast a ballot for their favorite menu entrees.

Patriot host Stephen K. Bannon will kick off the two-day event at the diner, followed by fellow Patriot host Andrew Wilkow (*The Wilkow Majority*) doing his daily show from 12:00-3:00 p.m. ET. Primary day begins Tuesday morning at 6:00 a.m. ET with Progress's Ari Rabin-Havt, followed by P.O.T.U.S. host Michael Smerconish at 9:00 a.m. ET providing a firsthand account of early voting and the candidates' last-minute efforts to secure turnout.

Patriot's David Webb will also be on the ground in New Hampshire. Along with Bannon and Wilkow, Webb will co-host Patriot's live, on-air coverage of the primary Tuesday evening as the results come in. In addition to Smerconish, Julie Mason and Tim Farley will also touchdown in Manchester for the P.O.T.U.S. channel's primary night coverage. Mark Thompson will host a special for Progress, joined by Michelangelo Signorile (*The Michelangelo Signorile Show*, 3:00-6:00 p.m. ET, M-F) offering breaking news from Sen. Bernie Sanders' headquarters, as well as Rabin-Havt with the Clinton campaign.

In addition, SiriusXM Insight (121) will launch the SiriusXM Electoral College Tour with special shows from the University of New Hampshire. On February 8<sup>th</sup>, hosts Pete Dominick (*StandUP! with Pete Dominick*, 9:00am-12:00 p.m. ET, M-F), John Fugelsang (*Tell Me Everything with John Fugelsang*, 2:00-5:00 p.m. ET, M-F), and Dean Obeidallah (*The Dean Obeidallah Show*, 10:00am-12:00 p.m., Sat.) will each host shows from the university on Monday, getting reaction from the student body about who they plan to support and what

issues are most important to America's newest crop of voters.

On Monday evening, the three comedians will head to downtown Portsmouth, NH, to perform a special stand-up show at the historic Press Room venue. The event will be broadcast on Insight the following day at 6:00 p.m. ET, with tickets for the show available starting January 25<sup>th</sup>. They can be purchased by visiting [pressroomnh.com/calendar](http://pressroomnh.com/calendar).

In addition to SiriusXM's original programming, listeners will also be able to follow the breaking news from their favorite cable news channels, including CNN (116), FOX News Channel (114), FOX News Headlines 24/7 (115), MSNBC (118), and more.

SiriusXM subscribers will also be able to listen to reporting of the Iowa Caucuses and New Hampshire Primary via SiriusXM On Demand, through the SiriusXM app on smartphones and other connected devices, as well as online at [www.siriusxm.com/player](http://www.siriusxm.com/player).

### **About SiriusXM**

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 29.6 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment, and a wide-range of Latin music, sports and talk programming. SiriusXM is available in vehicles from every major car company in the U.S. and on smartphones and other connected devices as well as online at [siriusxm.com](http://siriusxm.com). SiriusXM radios and accessories are available from retailers nationwide and online at SiriusXM. SiriusXM also provides premium traffic, weather, data and information services for subscribers in cars, trucks, and RVs through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™. SiriusXM delivers critical weather, data and information services to aircraft and boats through SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, XMWX Weather, and XMWX Marine™. In addition, SiriusXM Music for Business provides commercial-free music to a variety of businesses. SiriusXM holds a minority interest in SiriusXM Canada which has more than 2.7 million subscribers. SiriusXM is also a leading provider of connected vehicles services to major automakers, 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.

To download SiriusXM logos and artwork, visit <http://www.siriusxm.com/LogosAndPhotos>.

*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 service providers; our ability to attract and retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; changes in consumer protection laws and their enforcement; the security of the personal information about our customers; other existing or future government laws and regulations could harm our business; failure of our satellites would significantly damage our business; the interruption or failure of our information technology and communications systems; 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 or other strategic initiatives; rapid technological and industry changes; failure of third parties to perform; failure to comply with FCC requirements; modifications to our business plans; our indebtedness; and our principal stockholder has significant influence over our management and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock. 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, 2014, 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.*

**Source: SiriusXM**

**Media Contact for SiriusXM:**

Danielle Lynn  
212.584.5329  
[danielle.lynn@siriusxm.com](mailto:danielle.lynn@siriusxm.com)

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

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/siriusxm-takes-subscribers-on-the-road-to-iowa-and-new-hampshire-to-kick-off-first-two-contests-of-2016-presidential-election-300207106.html>

SOURCE Sirius XM Holdings Inc.