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SiriusXM Announces Expanded Coverage for 2016 PGA Merchandise Show

NEW YORK, Jan. 22, 2016 /PRNewswire/ --

- **More than 30 hours of programming from the annual global golf event in Orlando**
- **Two special events on PGA Forum Stage:**
 - **SiriusXM Town Hall** with legendary football coach **Lou Holtz** and PGA of America CEO **Pete Bevacqua**
 - **"Teachers Town Hall: Instruction & Technology"** with **Hank Haney, Claude Harmon, David Leadbetter, Jim McLean** and Golf Channel's **Michael Breed**, hosted by **Debbie Doniger**

SiriusXM will offer listeners nationwide an expanded programming lineup – featuring new hosts and special events – from the 63rd PGA Merchandise Show (January 26-29) in Orlando, Florida.



SiriusXM's exclusive golf channel, [SiriusXM PGA TOUR Radio](#), available nationwide on satellite radios and on the SiriusXM app, will broadcast more than 30 hours of coverage from the PGA Show Outdoor Demo Day at the Orange County National Golf Center and PGA Merchandise Show at the Orange County Convention Center, where the PGA of America will launch its 100-day Centennial celebration.

Among the highlights for the week are two special "SiriusXM Town Hall" events that will take place on the PGA Forum Stage at the Convention Center.

On Wednesday, Jan. 27 at 2 p.m. ET, SiriusXM will present a "Teachers Town Hall," focused on the important role of technology in instruction and featuring five of the game's most esteemed instructors – **Hank Haney, Claude Harmon III, David Leadbetter, Jim McLean** and Golf Channel's **Michael Breed** – and moderated by **Debbie Doniger**. The teachers – who are all SiriusXM hosts – will answer questions from the audience and share their thoughts and methods for using technology to better help players improve their games. The show will be recorded and air nationwide on SiriusXM PGA TOUR Radio Wednesday night at 9 p.m. ET with multiple replays.

On Thursday, Jan. 28 at 12:30 p.m. ET, legendary college football coach **Lou Holtz** will sit down for a special SiriusXM Town Hall, moderated by PGA of America CEO **Pete Bevacqua**, that will focus on leadership and coaching. Bevacqua was a walk-on for the Notre Dame football team when Holtz was head coach. They will talk about Holtz's career on the sidelines, his love for golf, and coaching methods that crossover from one sport to the

other, before opening it up to questions from the audience. The show will be recorded and air nationwide on SiriusXM PGA TOUR Radio on Sunday at 11 a.m. ET.

Holtz will also host his regular SiriusXM PGA TOUR Radio show, *Holtz in One*, live from the convention center on Wednesday at 1 p.m. ET.

Throughout the week, SiriusXM's set will also showcase live shows hosted by Hank Haney, Bob Ford, Michael Breed, David Leadbetter, Claude Harmon III, Chris DiMarco, Debbie Doniger, Conrad Ray, Frank Darby, Brian Crowell, David Armitage, Mark Carnevale, John Maginnes, Carl Paulson, Matt Adams, Fred Albers, Brian Katrek, Ben Shear, Greg Warmoth and Taylor Zarzour.

"Last year's broadcasts from the PGA Merchandise Show were a great success, giving SiriusXM listeners access to the golf industry's biggest showcase event, for an inside look at the equipment, technology and trends to look for in the year ahead," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "We're excited to be back with another great lineup that will showcase our expert hosts and analysts. Our coverage will deliver entertaining and informative programming for both those attending the show and our millions of listeners around the country."

SiriusXM PGA TOUR Radio Schedule from the PGA Merchandise Show: (All times ET)

Tuesday, Jan. 26 – PGA Show Outdoor Demo Day

10 a.m. – 11 a.m.: *On Course* with Frank Darby and Brian Crowell (live)
11 a.m. – 12 p.m.: *Inside the Ropes* with Carl Paulson (live)
12 p.m. – 2 p.m.: *Opinionated* with Chris DiMarco and Greg Warmoth (live)
2 p.m. – 3 p.m.: *Golf U* with Conrad Ray and Kyle Gentry (live)
3 p.m. – 5 p.m.: *The Mark Carnevale Show* (live)
5 p.m. – 7 p.m.: *On Tap* with Brian Katrek and John Maginnes (live)

Wednesday, Jan. 27 – PGA Merchandise Show

7 a.m. – 9 a.m.: *Fairways of Life* with Matt Adams (live)
9 a.m. – 10 a.m.: *A New Breed of Golf* with Michael Breed (live)
10 a.m. – 11 a.m.: *Hank Haney Golf Radio* with Hank Haney (live)
11 a.m. – 12 p.m.: *Inside the Ropes* with Carl Paulson (live)
1 p.m. – 3 p.m.: *Holtz in One* with Lou Holtz and Fred Albers (live)
2 p.m. – 3 p.m.: *SiriusXM's Teachers Town Hall with Michael Breed, Hank Haney, David Leadbetter, Jim McLean & Claude Harmon III, hosted by Debbie Doniger* (live on stage, taped for later airing)
3 p.m. – 4 p.m.: *Son of a Butch* with Claude Harmon III and David Armitage (live)
4 p.m. – 5 p.m.: *Playing for Pride* with Bob Ford and Taylor Zarzour (live)
5 p.m. – 7 p.m.: *On Tap* with Brian Katrek and John Maginnes (live)

Thursday, Jan. 28 – PGA Merchandise Show

7 a.m. – 9 a.m.: *Fairways of Life* with Matt Adams (live)
9 a.m. – 10 a.m.: *A New Breed of Golf* with Michael Breed (live)
10 a.m. – 11 a.m.: *Hank Haney Golf Radio* with Hank Haney (live)
11 a.m. – 12 p.m.: *The Golfer's Edge* with Ben Shear and Debbie Doniger (live)
12 p.m. – 1 p.m.: *Inside the Ropes* with Carl Paulson (live)
12:30 p.m. – 1:30 p.m.: *SiriusXM's Town Hall with Lou Holtz and Pete Bevacqua* (live)

on stage, taped for later airing)

Friday, Jan. 29 – PGA Merchandise Show

7 a.m. – 9 a.m.: *Fairways of Life* with Matt Adams (live)

9 a.m. – 10 a.m.: *Leadbetter's Locker Room* with David Leadbetter (live)

11a.m. – 1 p.m.: *Inside the Ropes* with Carl Paulson (live)

About the PGA Merchandise Show

The 63rd PGA Merchandise Show, held Jan. 26-29, 2016, in Orlando, will welcome some 1,000 top golf companies and brands and more than 40,000 industry professionals from around the world to the industry's annual global summit for the business of golf. The PGA Show Outdoor Demo Day, the world's largest professional golf testing event, will be held on Tuesday, Jan. 26, at the Orange County National Golf Center. During PGA Show days, Jan. 27-29, at the Orange County Convention Center, PGA Professionals, retailers and industry leaders will uncover the latest trends, source the newest golf merchandise, test the latest equipment, learn proven business best practices, network among peers and move forward the business of the game. In 2016, the annual international gathering of the golf industry will celebrate the Centennial of the PGA of America, founder and organizing partner of the PGA Merchandise Show. The PGA Merchandise Show is a trade-only event and is not open to the public.

Learn more at PGAShow.com.

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. 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 2.6 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>.

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"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.

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