

March 10, 2016



## **SiriusXM Announces Expanded Coverage of 2016 NCAA® Division I Men's Basketball Championship; Every Game Now Available on SiriusXM App in Addition to Radios**

**Subscribers nationwide get access to every minute of every game on their cell phones, computers and satellite radios**

**SiriusXM College Sports Nation channel airs 24/7, delivering the most comprehensive in-depth tournament coverage on radio**

**Listeners get expert insight and analysis from hosts Mike Krzyzewski, Bobby Cremins, Tom Brennan, Steve Lappas and Mateen Cleaves**

NEW YORK, March 10, 2016 /PRNewswire/ -- SiriusXM, which has aired every game of the NCAA® Division I Men's Basketball Championship since 2005, announced today that it will offer expanded coverage for this year's tournament and will now also stream games via the SiriusXM app to give subscribers access to every game on their cell phones and other devices, in addition to their satellite radios.



SiriusXM listeners nationwide can hear every game in its entirety from the First Four® on March 15 and 16 through the Final Four® and national championship game in Houston on April 2 and 4. SiriusXM added the streaming rights with its recently renewed broadcast agreement with Westwood One, radio rights holder for the NCAA® Division I Men's Basketball Championship.

Access to the SiriusXM app may require a subscription upgrade. Tournament match-ups and SiriusXM channel assignments will be available at [www.siriusxm.com/collegebasketballschedule](http://www.siriusxm.com/collegebasketballschedule) starting Monday, March 14.

"We're thrilled to give our subscribers more ways to tune in to every NCAA Tournament game, ensuring that whether they are in their car, on their computer or on their phones, they will have access to every second of the excitement," said Steve Cohen, SiriusXM's SVP of Sports Programming.

On Selection Sunday™, March 13, SiriusXM will provide up-to-the-moment coverage as tournament teams and first round match-ups are announced. Chris "Mad Dog" Russo and

Steve Torre will host live from 5:00 to 9:00 pm ET on Mad Dog Sports Radio (channel 82). Then from 9:00 pm to midnight ET, listeners can tune into continued live coverage hosted by former University of Vermont coach Tom Brennan and Mark Packer on SiriusXM College Sports Nation (channel 84). The shows will feature interviews with special guests, including team coaches and NCAA® Division I Men's Basketball Committee chair Joe Castiglione, and will give fans a place to call in and share their reactions and opinions as the field is revealed.

Throughout the tournament, SiriusXM College Sports Nation offers the most extensive and in-depth college basketball news and tournament talk available on radio. SiriusXM's 24/7 college sports channel showcases a lineup of expert analysts that includes former coaches Bobby Cremins, Tom Brennan and Steve Lappas, as well as National Championship-winning guard Mateen Cleaves.

Duke head coach Mike Krzyzewski, who led the Blue Devils to a fifth National Championship last season, will continue to host his weekly SiriusXM show throughout the tournament. *Basketball and Beyond with Coach Kairs* Thursdays at 6:00 pm ET on SiriusXM College Sports Nation.

SiriusXM will also offer coverage of the NCAA Division I Women's Basketball Championship, providing listeners with live play-by-play of every regional final, the Women's Final Four® and championship game.

All Men's and Women's NCAA Tournament broadcasts airing on SiriusXM are produced by Westwood One.

NCAA, First Four, Final Four, and Selection Sunday are trademarks of the National Collegiate Athletic Association.

## **About SiriusXM**

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has 29.6 million subscribers. SiriusXM creates and offers 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 through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™. SiriusXM delivers 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 and the timing of events may differ materially from the results anticipated in these forward-looking statements.*

*The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our substantial competition, which is likely to increase over time; our ability to attract and retain subscribers, which is uncertain; consumer protection laws and their enforcement; the unfavorable outcome of pending or future litigation; the market for music rights, which is changing and subject to uncertainties; our dependence upon the auto industry; general economic conditions; the security of the personal information about our customers; 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; our failure to realize benefits of acquisitions or other strategic initiatives; rapid technological and industry changes; failure of third parties to perform; harmful interference to our service from new and existing wireless operations; our failure to comply with FCC requirements; modifications to our business plan; our indebtedness; our principal stockholder has significant influence over our affairs and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock; and impairment of our business by third-party intellectual property rights. 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, 2015, 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.*

Media contact:

Andrew FitzPatrick

SiriusXM

212-901-6693

[Andrew.FitzPatrick@SiriusXM.com](mailto:Andrew.FitzPatrick@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-announces-expanded-coverage-of-2016-ncaa-division-i-mens-basketball-championship-every-game-now-available-on-siriusxm-app-in-addition-to-radios-300234125.html>

SOURCE Sirius XM Holdings Inc.