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# **Coachella Radio Channel to Launch on SiriusXM in Advance of Coachella Valley Music and Arts Festival**

## **Performances and interviews to air live from Coachella on SiriusXM's Coachella Radio**

NEW YORK, March 30, 2016 /PRNewswire/ -- SiriusXM announced today that it will be the exclusive radio broadcaster of live performances and interviews from the Coachella Valley Music and Arts Festival.



In advance of Coachella, SiriusXM will launch Coachella Radio on April 11. The limited-run channel will feature music by artists who will be performing at Coachella 2016 leading up to the festival. Coachella Radio will then provide continuous coverage of the festival both weekends with live performances, artist interviews and reports from backstage and the festival grounds as well as exclusive Coachella news and happenings. Select performances will also air on other SiriusXM channels including Electric Area, Alt Nation, The Spectrum and more. SiriusXM was the first radio broadcaster to broadcast Coachella live in 2015.

"Broadcasting the live performances and interviews from Coachella will give SiriusXM listeners, no matter where they are, the feeling of being somehow magically transported to this seminal live music event," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "We are thrilled to again be the exclusive radio broadcaster of this influential festival as Coachella Radio offers listeners unique access to performances, backstage interviews and more."

SiriusXM's Coachella Radio will launch on channel 18 on Monday, April 11 at 5:00 pm ET and will air through Thursday, April 28. The channel will also be available through the SiriusXM App on smartphones and other connected devices, as well as online at [siriusxm.com](http://siriusxm.com). Select performances will also air on other channels including Electric Area, Alt Nation, The Spectrum and more.

Coachella Valley Music and Arts Festival's 2016 lineup will include LCD Soundsystem, Ellie Goulding, Sufjan Stevens, Jack U, M83, Underworld, The Kills, Guns N' Roses, Ice Cube, Disclosure, Zedd, A\$AP Rocky, CHVRCHES, Halsey, James Bay, Calvin Harris, Sia, Major Lazer, Flume, Beach House and many more.

For more details about broadcast times go to [SiriusXM.com/coachella](http://SiriusXM.com/coachella).

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

### **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.*

**Source: SiriusXM**

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