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SiriusXM Expands Roster for Masters 2016 Coverage

Craig Stadler, Hale Irwin, and Dave Stockton will all debut new SiriusXM shows during Masters week, joining Masters champions and SiriusXM hosts Ben Crenshaw, Larry Mize and others

Masters week coverage includes more than 70 hours of original talk programming, plus more than 20 hours of live play-by-play from Augusta National

SiriusXM listeners will have access to special audio from Masters archives

NEW YORK, April 1, 2016 /PRNewswire/ -- SiriusXM today announced its comprehensive coverage for the 2016 Masters Tournament, which is highlighted by more than 70 hours of original talk programming, more than 20 hours of live Tournament play-by-play, several new shows hosted by past Masters champions and contenders, a guided course tour with Ben Crenshaw and Lou Holtz, and historic audio from the Augusta National archives.



[Masters week on SiriusXM](#) programming is available to subscribers nationwide on satellite radios (Sirius channel 208, XM channel 92), on the SiriusXM app and at SiriusXM.com.

"We're very pleased to be expanding our roster with distinguished hosts and enhancing our Masters week coverage," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "Our listeners are getting insight from a remarkable group of personalities - several of whom have competed in and won the Masters - giving our audience a very special perspective on the course, the competition and the Tournament's rich history."

Highlights include:

Live Masters Play-by-Play

Listeners will hear live hole-by-hole commentary from Augusta National starting at 2:00 pm ET each day of play - Thursday, April 7, through Sunday, April 10 – that will follow the action on the course and provide updates on players moving up and down the leader board.

Access to the Masters Archives

SiriusXM will give listeners access to rare audio from Augusta National's exclusive archives

on a special *Masters History* show. Airing April 4 at 1:00 pm ET (and replaying April 9 at 8:00 am ET), the show will feature an audio history of the Masters going back to its origins in the 1930s, Tournament highlights over many decades, archived interviews with legendary champions like Arnold Palmer, Jack Nicklaus, Gary Player and more.

New SiriusXM Shows Debut from Augusta

SiriusXM will debut three new shows live from Augusta, Ga., during Masters week, each hosted by players who finished at or near the top of the Masters leader board.

- 1982 Masters champion **Craig Stadler** will unveil his new show, *I am the Walrus*, so named for Stadler's longtime moniker. *I am the Walrus* premieres live from Augusta, Ga., on April 5 at 1:00 pm ET and will air monthly on SiriusXM PGA TOUR Radio.
- World Golf Hall of Fame member **Hale Irwin**, who has four top-five finishes in the Masters (1974, 1975, 1976, 1977), will host the debut of his new monthly show, *The Follow Through with Hale Irwin and John Feinstein*, live on April 6 at 1:00 pm ET.
- **Dave Stockton**, the renowned short game guru who finished as runner-up in the 1974 Masters, will premiere his new monthly show, *Own Your Game*, live from Augusta, Ga., on April 5 at 4:00 pm ET.

Tour of Augusta National with Crenshaw and Holtz

Two-time Masters champion **Ben Crenshaw** and **Lou Holtz**, both SiriusXM hosts, will take listeners on a tour of the course, describing each hole from tee-to-green, and providing a first person perspective on the allure and challenges of the Masters. The special airs April 5 at 9:00 pm ET.

Exclusive Shows Hosted by past Masters Champions, Top Finishers and More

- A new episode of *Crenshaw on Golf*, hosted by two-time champion Ben Crenshaw (1984, 1995), will air April 5 at 2:00 pm ET.
- *The Larry Mize Show*, hosted by the 1987 Masters champion and Augusta, Ga., native, will air on April 6 at 5:00 pm ET.
- 2005 Masters runner-up Chris DiMarco will host his show, *Opinionated*, April 5 at 12:00 pm ET.
- Mark Lye, who led the 1984 Masters going into Sunday's play and eventually finished tied for sixth, hosts *Time To Let It Fly* on April 5 at 8:00 pm ET.
- Listeners will hear live shows throughout the week hosted by renowned instructors Hank Haney, Golf Channel's Michael Breed, David Leadbetter, Jim McLean, Claude Harmon III and Larry Rinker.
- SiriusXM's Masters week programming will also feature shows hosted by John Feinstein, John Maginnes, Mark Carnevale, Brian Katrek, Carl Paulson, Dennis Paulson, David Armitage, Brian Bateman, Debbie Doniger, Conrad Ray, Frank Darby, Brian Crowell, Matt Adams, Ben Shear, Taylor Zarzour, Fred Albers, Kyle Gentry and others, as well as select Golf Channel programming.

Play-by-play broadcasts of the Masters are produced by Westwood One. For more information, visit Masters.com or follow @TheMasters on Twitter, Instagram and Facebook.

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. 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.

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