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# Daily Esports Show Launches on SiriusXM April 11

**IGN and SiriusXM team up to create premier radio destination for esports news, info and guidance**

**Will cover the industry's marquee competitions - League of Legends, Dota2, Counterstrike, Call of Duty and more**

NEW YORK, April 8, 2016 /PRNewswire/ -- SiriusXM and IGN, the leading Internet media company focused on video games and entertainment, today announced they are teaming up to produce a new daily esports satellite radio show dedicated to the fast-growing world of competitive gaming.



*IGN Esports Today* will debut on Monday, April 11 and air live every weekday (7:00-8:00 pm ET) on the SiriusXM Bleacher Report Radio channel. SiriusXM Bleacher Report Radio is available to subscribers nationwide on satellite radios (channel 83) and the SiriusXM app.

Hosted by IGN's Kevin Knocke, *IGN Esports Today* will give gamers the opportunity to call in on a live show that provides up-to-the-moment news and analysis. The show will also tackle the industry's marquee competitions featuring League of Legends, Counter-Strike: Global Offensive, Hearthstone, Street Fighter V, Call of Duty and more.

Listeners will get insight and advice from notable esports competitors that will help them improve their skill whether they compete in small groups or large events. Knocke will also interview other special celebrity guests who share a passion for esports.

"There are hundreds of millions of gamers in North America and as the world of esports continues to grow by leaps and bounds, so too grows the appetite for the kind of insight and advice that can give a player a competitive edge," said Steve Cohen, SiriusXM's SVP of Sports Programming. "We are very excited to team up with IGN to give gamers, nationwide, a truly interactive forum on SiriusXM, a place where they can call in and get valued info and advice from true experts to help them get a leg up on the competition. We're looking forward to making *IGN Esports Today* a must-listen show for the gaming community."

"IGN is thrilled by this unique opportunity to create a live-format, satellite radio show on SiriusXM and its Bleacher Report Radio channel," said Fran Mirabella III, IGN's VP of Video. "Combined with IGN's massive global presence, non-stop video coverage, and leading social network, we'll be reaching esports fans everywhere they are. Kevin Knocke has

covered esports for over half a decade and is the perfect host for the job. He's passionate to speak out on the big issues for the community, and has all the right connections. It's going to be an awesome resource for fans."

Follow and interact with *IGN Esports Today* on Twitter [@SiriusXMesports](https://twitter.com/SiriusXMesports).

SiriusXM Bleacher Report Radio is an exclusive 24/7 all-sports channel that delivers engaging content from one of the leading digital sports destinations to SiriusXM's nationwide audience of listeners. The exclusive channel showcases a variety of Bleacher Report voices and give sports fans a place to discuss their teams, topics and events with experts from every major sport. Bleacher Report, a division of Turner Broadcasting, is the leading digital destination for team-specific sports content and real-time event coverage and is one of the fastest-growing digital properties in the U.S. For more information go to [www.SiriusXM.com/BleacherReportRadio](http://www.SiriusXM.com/BleacherReportRadio). Follow the channel on Twitter at [@BR\\_Radio](https://twitter.com/BR_Radio).

### **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>.

### **About IGN**

IGN Entertainment is the leading Internet media company focused on the video game and entertainment enthusiast markets. IGN caters to more than 68 million monthly users on its website and apps, and is followed by almost 8 million subscribers on YouTube and 14 million fans on social networks. IGN also publishes daily content on Snapchat Discover.

Founded in 1996, IGN is operated by digital media company Ziff Davis, LLC, a subsidiary of j2 Global, Inc. IGN is headquartered in San Francisco, with offices in Los Angeles, New York, Sydney and London. IGN content is localized in 21 languages and 110 countries and hosted on websites and native applications on mobile, connected TV, and Xbox and PlayStation platforms. For more information, visit [www.IGN.com](http://www.IGN.com) and follow @ign on Twitter, Facebook, and YouTube.

*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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