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NASCAR and SiriusXM Extend Broadcasting Agreement Through 2022 for Every NASCAR National Series Race

SiriusXM will continue to air all races from NASCAR's premier division, the Monster Energy NASCAR Cup Series, as well as every NASCAR XFINITY Series and NASCAR Camping World Truck Series race

NASCAR fans continue to get 24/7 coverage of the sport on exclusive SiriusXM NASCAR Radio channel

NEW YORK and DAYTONA BEACH, Fla., March 8, 2017 /PRNewswire/ -- NASCAR and SiriusXM today announced a six-year renewal to extend their broadcasting and marketing agreement through 2022. SiriusXM will continue to deliver 24/7 racing content to millions of listeners across North America, including live broadcasts of every race, plus daily NASCAR talk and interviews with voices across the industry through its exclusive SiriusXM NASCAR Radio channel. NASCAR content is available to SiriusXM subscribers in their car, at home or on the go on satellite radios, on the SiriusXM app and online at SiriusXM.com.

SiriusXM and NASCAR's agreement extension marks another important milestone in the history of collaboration between the two organizations, as 2017 is NASCAR's 16th season on satellite radio and listeners will have uninterrupted access to the sport for more than two decades. SiriusXM will also retain exclusive category rights to utilize NASCAR branding and trademarks for advertising and promotion.

"We have more than a successful decade of partnership already under our belts with SiriusXM and look forward to continuing our relationship over the next six years," said Steve Herbst, senior vice president, broadcasting and production at NASCAR. "SiriusXM provides robust coverage of both our live events and breaking news, acting as a trusted resource for our sport and helping NASCAR content to reach new, diverse audiences nationwide."

"For the last 15 years we've proudly delivered the excitement of NASCAR to fans nationwide, providing them with a level of coverage unmatched by anyone in audio entertainment, and we are very pleased to continue our relationship for years to come," said Steve Cohen, SiriusXM's SVP of Sports Programming. "NASCAR has always had one of the most loyal fan bases in sports, and it continues to innovate to constantly improve the racing on the track. SiriusXM NASCAR Radio will continue to give fans, no matter where they are in the country, a terrific platform to follow and discuss the new format put in place this season, and stay connected with their favorite drivers as they vie for the championship."

The Monster Energy NASCAR Cup Series returns to the track this weekend with the Kobalt 400 at Las Vegas Motor Speedway, live March 12 at 3:30 p.m. ET on SiriusXM NASCAR Radio, channel 90.

SiriusXM NASCAR Radio airs 24 hours a day, 365 days a year and delivers in-depth racing coverage and inside access to NASCAR news, including live broadcasts of every Monster Energy NASCAR Cup Series™, NASCAR XFINITY Series™ and NASCAR Camping World Truck Series™ event. Fans can call in to the channel to share their opinions and be a part of the daily discussion, and can also access SiriusXM NASCAR Radio programming when they want it on SiriusXM On Demand. The channel's roster of expert hosts features current and former drivers, crew chiefs, crew members and a host of NASCAR insiders. For more info on SiriusXM NASCAR Radio's programming and personalities go to www.SiriusXM.com/NASCAR.

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States. NASCAR consists of three national series (Monster Energy NASCAR Cup Series™, NASCAR XFINITY Series™, and NASCAR Camping World Truck Series™), four regional series, one local grassroots series and three international series. The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. Based in Daytona Beach, Fla., with offices in eight cities across North America, NASCAR sanctions more than 1,200 races in more than 30 U.S. states, Canada, Mexico and Europe. For more information visit <http://www.NASCAR.com> and <http://www.IMSA.com>, and follow NASCAR on [Facebook](#), [Twitter](#), [Instagram](#), and Snapchat ('NASCAR').

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has approximately 31.3 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 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™ and SiriusXM 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 approximately 2.8 million subscribers. SiriusXM is also a leading provider of connected vehicles services, 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; interference to our service from wireless operations; consumer protection laws and their enforcement; unfavorable outcomes 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; 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; impairment of our business by third-party intellectual property rights; and changes to our dividend policies which could occur at any time. 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, 2016, 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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