

March 30, 2017



## Masters 2017 Coverage on SiriusXM

**Live hole-by-hole broadcasts each day of play at Augusta National**

**Daily talk shows from Augusta hosted by Masters champions and competitors Ben Crenshaw, Craig Stadler, Larry Mize, Hale Irwin, Dave Stockton, Chris DiMarco, Mark Lye and many others**

NEW YORK, March 30, 2017 /PRNewswire/ -- SiriusXM today announced its coverage for the 2017 Masters Tournament, which is highlighted by more than 20 hours of live Tournament play-by-play, plus exclusive shows hosted by past Masters champions and contenders, an in-depth tour of the course and rarely heard 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.

### **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 6, through Sunday, April 9 – that will present the action on the course and provide updates on players moving up and down the leader board.

### **Access to the Augusta National Archives**

SiriusXM will again give listeners access to rare audio from Augusta National's exclusive archives on a *Masters History* show. Debuting Sunday, April 2 at 11:00 am ET and replaying several times throughout Masters week, the show will highlight the rich history of the Masters Tournament and its most memorable moments, as well as archived interviews with Arnold Palmer, Jack Nicklaus, Gary Player and other greats of the game.

### **Exclusive SiriusXM Masters week programming**

SiriusXM will feature shows hosted by past Masters champions and players who finished on the leader board at Augusta National.

"SiriusXM's Masters week programming will feature a remarkable group of hosts who will share their insight and experiences competing in the Masters at Augusta National," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "Listeners will get extraordinary coverage of the tournament, its players, the course and the Masters' rich history."

- Two-time Masters champion **Ben Crenshaw** (1984, 1995) and legendary college

football coach **Lou Holtz** will host a special that will walk listeners through Augusta National hole by hole. The one-hour show debuts on Saturday, April 1, at 11:00 am ET and will replay multiple times during Masters week.

- Crenshaw will also host a new episode of *Crenshaw on Golf* on Tuesday, April 4, at 2:00 pm ET.
- 1982 Masters champion **Craig Stadler** will host his show, *I am the Walrus*, on Wednesday, April 5, at 7:00 pm ET.
- **The Larry Mize Show**, hosted by the 1987 Masters champion and Augusta, Ga., native, will air on April 5 at 6:00 pm ET.
- World Golf Hall of Fame member **Hale Irwin**, who has four top-five finishes in the Masters, will host his show, *The Follow Through*, on April 5 at 4:00 pm ET.
- **Dave Stockton**, who tied for second in the 1974 Masters, will host *Own Your Game*, on April 4 at 4:00 pm ET.
- 2005 Masters runner-up **Chris DiMarco** will host his show, *Opinionated*, on April 4 at 1:00 pm ET.
- **Mark Calcavecchia**, who has two top-five finishes in the Masters, hosts *Golf According to Calc* on April 4 at 6:00 pm ET.
- **Mark Lye**, who tied for sixth in the 1984 Masters, hosts *Time To Let It Fly*, on April 3 at 7:00 pm ET.
- PGA TOUR professional **Pat Perez** will host *Out of Bounds* on April 4 at 8:00 pm ET.
- Distinguished PGA Professional **Bob Ford** will host *Playing for Pride* on April 5 at 2:00 pm ET.
- Taylor Zanzour, Carl Paulson and Mark Lye will host SiriusXM's pre- and post-round Masters programming, airing immediately before and after each day's play-by-play coverage.

Listeners will also hear live shows throughout the week hosted by leading instructors Hank Haney, Golf Channel's Michael Breed, David Leadbetter, Jim McLean 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, Trey Jones, Brian Crowell, Matt Adams, Ben Shear, Fred Albers, Kyle Gentry, Ed Clements, Bruce Murray, Zanzour and others.

Play-by-play broadcasts of the Masters are produced by Westwood One. For more information, visit [masters.com](http://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 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](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™ 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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