

## **SiriusXM and NBA to Launch Exclusive 24/7 NBA Channel on Dec. 9 with David Stern, Adam Silver, NBA All-Stars, Legends and Owners**

### **SiriusXM NBA Radio Channel 217 to feature expert hosts including Kenny Smith, Steve Kerr, Nancy Lieberman, Stacey King, Lionel Hollins, Mike Dunleavy, Sr. and Sam Mitchell**

NEW YORK, Dec. 5, 2013 /PRNewswire/ -- SiriusXM and the National Basketball Association announced today they will launch an exclusive NBA channel on Monday, December 9, that will cover the league 24 hours a day, 365 days a year, and bring fans closer to the game.

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**SiriusXM NBA Radio on Channel 217** will debut on Monday at 7:00 am ET and will feature a star-studded lineup of exclusive interviews throughout the day including NBA Commissioner David Stern, NBA Deputy Commissioner Adam Silver, Dallas Mavericks owner Mark Cuban, Los Angeles Lakers head coach Mike D'Antoni, Cleveland Cavaliers guard Kyrie Irving, New Orleans Pelicans forward Anthony Davis, Indiana Pacers center Roy Hibbert, Detroit Pistons center-forward Greg Monroe, Boston Celtics head coach Brad Stevens, center-forward Kelly Olynyk and forward Brandon Bass, and Hall of Famers Chris Mullin and Bernard King. Other big guests for the opening week will include Celtics owner Steve Pagliuca, Golden State Warriors owner Joe Lacob, and Hall of Famer Clyde Drexler, as well as Portland Trail Blazers guard Damian Lillard and Toronto Raptors guard DeMar DeRozan. Atlanta Hawks guard Jeff Teague will also be interviewed on the channel on Dec. 12.

Along with one-on-one interviews with the biggest names in the game, the new NBA Channel will showcase more than 14 live NBA games each week and a daily schedule of NBA-focused news and talk from an unparalleled roster of hosts.

Featured hosts include former star players and coaches such as NBA Champions and TNT analysts Kenny Smith and Steve Kerr; three-time NBA Champion center Stacey King; former NBA Champion guard and head coach Lionel Hollins; former head coaches Mike Dunleavy, Sr., and Sam Mitchell; Hall of Famer and women's basketball pioneer Nancy Lieberman; and former NBA guard Mateen Cleaves. In addition, Ian Eagle, Frank Isola, Mark Boyle, Joel Meyers and Jason Goff will provide their expertise on a regular basis.

NBA fans can call in to discuss the latest headlines and weigh in with their opinions on the issues of the day. The channel will also feature regular interviews with NBA legends; on-location broadcasts from special events like the NBA All-Star Game, The Finals, NBA Draft, team training camps; programming and specials focused on the history of the game; and more.

"The NBA has always been an important element of our sports lineup and we're thrilled to be enhancing our coverage with the launch of SiriusXM NBA Radio," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "Since 2003, we've given our listeners the ability to follow their favorite team's games from anywhere across the U.S. in their car, at home or on their mobile device. Now they'll have a radio channel that will deliver a 360-degree view of the league from the people who know the game best. Starting December 9, SiriusXM NBA Radio will be must-listen radio for NBA fans."

Listeners tuning in for the first day of programming will hear *The Starting Lineup*, hosted by Stacey King and *NY Daily News* writer Frank Isola, starting at 7:00 am ET. At 12:00 pm ET, Sam Mitchell and Jason Goff will host *Off the Dribble*. Steve Kerr and Ian Eagle will host *Long Range* at 3:00 pm ET. The channel will air live coverage of the Los Angeles Clippers vs. the Philadelphia 76ers that night starting at 7:00 pm ET, followed by the Dallas Mavericks vs. the Sacramento Kings. The following night, the channel will carry live play-by-play of the Miami Heat vs. the Indiana Pacers at 7:00 pm ET. For more information on the channel and programming please visit [www.siriusxm.com/nba](http://www.siriusxm.com/nba).

SiriusXM and the NBA recently agreed to a multiyear renewal of their broadcasting agreement. SiriusXM subscribers will continue to receive a comprehensive schedule of live play-by-play that includes every regular-season game from every team, all games from the NBA Playoffs and The Finals, and select Spanish-language game broadcasts.

NBA programming is available to subscribers with XM Select, Sirius Premier or Sirius All-Access plans. Those satellite radio subscribers who add [SiriusXM Internet Radio](http://www.siriusxm.com/internet-radio) access to their subscription can also listen to NBA games on the SiriusXM Internet Radio App and online. Schedules with SiriusXM channel assignments can be found at [www.siriusxm.com/nba](http://www.siriusxm.com/nba).

#### **About SiriusXM**

[Sirius XM Holdings Inc.](http://www.siriusxm.com) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 25.6 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S. and from retailers nationwide as well as at [shop.siriusxm.com](http://shop.siriusxm.com).

SiriusXM programming is available through the [SiriusXM Internet Radio](#) App for smartphones and other connected devices as well as online at [siriusxm.com](#). SiriusXM also provides premium traffic, weather, data and information services for subscribers in cars, trucks, RVs, boats and aircraft through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic, NavWeather™, SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, and XMWX Marine™. SiriusXM holds a minority interest in [SiriusXM Canada](#) which has more than 2 million subscribers.

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*The following factors, among others, could cause actual results to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our competitive position versus other forms of radio and audio services; our dependence upon automakers; general economic conditions; failure of our satellites, which, in most cases, are not insured; our ability to attract and retain subscribers at a profitable level; royalties we pay for music rights; the unfavorable outcome of pending or future litigation; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; and our substantial indebtedness. 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, 2012, 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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