

## SiriusXM Announces Wide-Ranging Coverage of Super Bowl XLVIII

### Subscribers get 11 game broadcasts in nine languages

**Super Bowl Week programming features unparalleled mix of sports and entertainment - SiriusXM NFL Radio, Mad Dog Sports Radio, plus specials with Jamie Foxx, Cardinal Timothy Dolan, Sway Calloway, Key & Peele, Workaholics and more**

**Bruno Mars' halftime performance, featuring the Red Hot Chili Peppers, to air on SiriusXM music channels**

NEW YORK, Jan. 28, 2014 /PRNewswire/ -- SiriusXM, the Official Satellite Radio Partner of the NFL, today announced its broadcast plans to cover Super Bowl XLVIII with 11 game broadcasts in nine languages plus an unparalleled mix of sports, entertainment and music programming throughout Super Bowl Week.

(Logo: <http://photos.prnewswire.com/prnh/20101014/NY82093LOGO> )

On Sunday, February 2 (6:00 pm ET), SiriusXM will offer live coverage of Super Bowl XLVIII from MetLife Stadium in East Rutherford, NJ. Subscribers who have [SiriusXM Internet Radio](#) access in addition to their satellite radio subscription can also listen to the game via the SiriusXM Internet Radio App and at [SiriusXM.com](#). Listeners can choose between the following game broadcasts:

- Denver Broncos team broadcast - Sirius 92 / XM 225 / Online 802
- Seattle Seahawks team broadcast - Sirius 86 / XM 86 / Online 827
- National radio broadcast - Sirius 88 / XM 88 / Online 88
- Spanish language broadcast - Sirius 157 / XM 157 / Online 157
- Portuguese broadcast - Sirius 119 / XM 232 / Online 961
- Chinese broadcast - Sirius 113 / XM 229 / Online 965
- German broadcast - Sirius 93 / XM 228 / Online 964
- French broadcast - Sirius 85 / XM 227 / Online 966
- Russian broadcast - Sirius 108 / XM 230 / Online 963
- Japanese broadcast - Sirius 117 / XM 231 / Online 962
- Hungarian broadcast - Sirius 136 / XM 233 / Online 960

\* NFL programming is available to Sirius subscribers, XM Premier, and SiriusXM Premier subscribers. (Visit [www.siriusxm.com/subscriptions](http://www.siriusxm.com/subscriptions) for info.)

During halftime, SiriusXM will offer listeners a broadcast of the on-field musical performance by Bruno Mars and featuring the Red Hot Chili Peppers on SiriusXM Hits 1. The halftime performance will also air on SiriusXM's 20 on 20 (channel 3) which will present "Bruno Radio," three hours of Bruno Mars' music leading up to the halftime performance.

SiriusXM NFL Radio (channel 88) will broadcast live every day from the NFL's Radio Row in Midtown Manhattan, offering listeners the latest news and expert analysis leading up to the biggest game of the year, plus dozens of interviews with players, coaches, league executives and celebrities in town for the event. SiriusXM NFL Radio features a lineup of hosts that includes **Gil Brandt, Derrick Brooks, Tim Brown, Rich Gannon, Pat Kirwan, Jim Miller, James Lofton, Scott Pioli, LaDainian Tomlinson, Andre Reed, Ross Tucker, Bob Papa, Alex Marvez, Bruce Murray** and others.

In addition to SiriusXM NFL Radio's coverage, SiriusXM will offer a myriad of programming options throughout Super Bowl Week from the worlds of sports, entertainment and music.

### **SPORTS**

SiriusXM's Mad Dog Sports Radio (channel 86) will broadcast live from Radio Row throughout the week, featuring shows hosted by **Christopher 'Mad Dog' Russo** (weekdays, 3:00 pm ET), **Adam Schein** (12:00 pm ET), and **Evan Cohen** and **Steve Phillips** (6:00 am ET).

Jacksonville Jaguars running back **Maurice Jones-Drew** will be on Radio Row to host his SiriusXM Fantasy Sports Radio show, *Runnin' with MJD*, live on Thursday at 3:00 pm ET and again on Friday at 4:00 pm ET (XM channel 87, Sirius channel 210).

Actor **Robert Wuhl** will host his SiriusXM Fantasy Sports Radio show from Radio Row on Tuesday and Wednesday at 4:00 pm ET (XM channel 87, Sirius channel 210).

Former NFL player **Benny Ricardo** will host Spanish-language coverage of Super Bowl Week airing Sunday at 4:00 pm ET on

SiriusXM's Piolin Radio (channel 147).

Scott Engel and Adam Ronis will host their daily SiriusXM Fantasy Sports Radio Show, *RotoExperts*, Wednesday at 6:00 am ET on Radio Row.

### **ENTERTAINMENT/TALK/MUSIC and more**

On Friday, January 31, SiriusXM's set on Radio Row will showcase a remarkable lineup of celebrity specials.

**Jamie Foxx** will bring his exclusive comedy and entertainment channel, The Foxxhole (channel 96), to Radio Row where he will talk to celebrities and athletes on a special live broadcast starting at 1:00 pm ET.

**Cardinal Timothy Dolan**, Archbishop of New York, will host a special edition of his weekly Catholic Channel show live from Radio Row starting at 3:00 pm ET (channel 129). Special guests on the program will include NFL Commissioner Roger Goodell, who will call in to the show, and New York Giants owner John Mara, who will join the Cardinal on the SiriusXM set.

Comedians Keegan Michael-Key and Jordan Peele, from the hit Comedy Central show *Key & Peele*, will host from Radio Row live at 2:00 pm on Comedy Central Radio (channel 95).

Stars Blake Anderson, Adam DeVine and Anders Holm from Comedy Central's *Workaholics* will be on Radio row at 11:00 am ET to tape a one-hour comedy special airing at 1:00 pm ET on Comedy Central Radio (channel 95).

Additionally, **Sway Calloway** will host *Sway in the Morning*, his live weekday show on Eminem's Shade 45 channel, from Radio Row on Thursday and Friday at 8:00 am ET (channel 45).

SiriusXM Hits 1's *The Morning Mash Up*, **Nicole, Rich, Stanley T. and Ryan**, will be interviewing guests on Radio Row during their Thursday and Friday broadcasts.

SiriusXM will launch a limited run channel dedicated to airing popular sports anthems. Starting on Friday, Jan. 31 at 5:00 pm ET, channel 3 will feature songs often played to fire up the fans at sporting events across the country, including well-known tunes by Guns n' Roses, AC/DC, Gary Glitter and more.

*Covino & Rich*, hosted by **Steve Covino** and **Rich Davis** on Indie (channel 104, weekdays at 12:00 pm ET), will broadcast highlights from some of the biggest parties around New York.

Dave LaGreca and Doug Mortman will host their wrestling show, *Busted Open*, live from Radio Row on Wednesday at 2:00 pm ET on SiriusXM Sports Zone (channel 92).

Throughout Super Bowl Week, SiriusXM First Traffic for NY, NJ & CT (channel 133) will provide up-to-the-moment information on traffic and weather for the area. Additionally, the channel will offer NFL-provided schedules and updates to keep fans informed about Super Bowl entertainment and planning options throughout the week and including the day of the game.

As the Official Satellite Radio Partner of the NFL, SiriusXM broadcasts every NFL game live nationwide, from the preseason through the Pro Bowl and Super Bowl. Visit [www.siriusxm.com](http://www.siriusxm.com) for more information.

### **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](http://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.

On social media, join the SiriusXM community on [Facebook](#), [Twitter](#), [Instagram](#), 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 may differ materially from the results anticipated in these forward-looking statements.*

*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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