

SiriusXM Announces Special Programming for 2014 NBA Playoffs

SiriusXM NBA Radio, channel 217, to feature interviews with some of the greatest postseason players in NBA history

Listeners nationwide get live play-by-play of every playoff game

NEW YORK, April 16, 2014 /PRNewswire/ -- SiriusXM will offer the most comprehensive radio coverage available for the 2014 NBA Playoffs, featuring live play-by-play of every game, plus special programming on [SiriusXM NBA Radio](#), channel 217.



P R E S S R E L E A S E

Friday, April 18, the day before the postseason tips off, will be *NBA Playoffs Preview day on SiriusXM NBA Radio*. SiriusXM's 24/7 NBA channel will feature a series of interviews with some of the NBA's greatest postseason players, including Hall of Famers **Jerry West**, **John Havlicek**, **James Worthy**, **Earl Monroe**, **Lenny Wilkens** and **Bernard King**, NBA Champions **Toni Kukoc** and **Richard Hamilton**, as well as 11-time All-Star **Allen Iverson**. Appearing at the bottom half of every hour of the programming day, these players have won a combined 22 NBA Championships and have been involved in some of the league's most memorable playoff moments.

Throughout the day, SiriusXM NBA Radio hosts - including Hall of Famer **Nancy Lieberman**, two-time All-Star **Jerry Stackhouse** and former head coach **Sam Mitchell** - will break down every first round matchup and discuss favorites and potential upsets going into the postseason.

During the playoffs, subscribers will get live play-by-play broadcasts of every postseason game through the Finals on their satellite radios, through the [SiriusXM Internet Radio App](#) and at [SiriusXM.com](#). Those listening through the app and online can also choose between the home and visiting team broadcasts for every game. Visit [www.SiriusXM.com/NBASchedule](#) for channel listings.

"Friday will be a remarkable day of programming on SiriusXM NBA Radio," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "On the eve of the playoffs, fans will hear some of the NBA's greatest players, along with our hosts, look back at memorable postseason moments and look forward to this year's run for the title. And when the games begin, our listeners get access to every minute of action."

NBA Playoffs Preview Day on SiriusXM NBA Radio - Friday, April 18

The Starting Lineup with hosts **Frank Isola** and **Jerry Stackhouse**

7:30am ET/4:30am PT: guest, **Toni Kukoc**

- A three-time NBA Champion with the Chicago Bulls, Kukoc hit a buzzer beater to beat the New York Knicks in Game 3 of the 1994 Eastern Conference Semifinals.

8:30am ET/5:30am PT: guest, **Bernard King**

- A four-time All-Star and two-time All-NBA First Team selection, King scored 44 points in a memorable shootout with Isiah Thomas in the 1984 Playoffs.

9:30am ET/6:30am PT: guest, **John Havlicek**

- An eight-time NBA Champion with the Celtics and the 1974 Finals MVP, Havlicek's steal in Game 7 of the 1965 Eastern Conference Finals remains one of the most famous plays in NBA history.

Off the Dribble with hosts **Jason Goff** and **Sam Mitchell**

12:30pm ET/9:30am PT: guest, **Earl Monroe**

- The Pearl, one of the most exciting point guards in the history of the game, scored 23 points in the deciding Game 5 of the 1973 Finals as the New York Knicks won their second NBA title.

1:30pm ET/10:30am PT: guest, **Rip Hamilton**

- The three-time All-Star averaged over 20 points per game during the 2004 Playoffs and led the Detroit Pistons to the franchise's third NBA title.

2:30pm ET/11:30am PT: guest, **Lenny Wilkens**

- As a rookie, Wilkens, a future nine-time All-Star, played a key role in the St. Louis Hawks' 1961 run to the NBA Finals. As a coach, he guided the Seattle SuperSonics to the 1979 NBA title.

NBA Today with hosts Justin Termine and Nancy Lieberman

3:30pm ET/12:30pm PT: guest, **Jerry West**

- One of the most decorated players in the history of the league, West won five NBA Championships as a player and executive for the L.A. Lakers. He is also the only player in history to be named the Finals MVP (1969) despite being on the losing side.

4:30pm ET/1:30pm PT: guest, **Allen Iverson**

- The 11-time All-Star and 2001 league MVP averaged more than 29 points per game in his eight trips to the playoffs.

5:30pm ET/2:30pm PT: guest, **James Worthy**

- A three-time NBA Champion, Worthy was named Finals MVP after recording a triple-double to lead the Lakers to victory over the Pistons in Game 7 of the 1988 Finals.

Throughout the playoffs [SiriusXM NBA Radio](#), channel 217, will be a daily source of news and talk for NBA fans. Live programming begins each weekday at 7:00 am ET. This postseason also will mark the launch of a new show, *NBA Playoffs Postgame Live*, which will air every weeknight after the games and give listeners a place to call in and react to the night's results. Follow the channel on Twitter [@SiriusXMNBA](#).

About SiriusXM

[Sirius XM Holdings Inc.](#) (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](#). 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 radio and audio entertainment providers; our ability to attract and retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; failure of our satellites, which, in most cases, are not insured; the interruption or failure of our information and communications systems; the security of the personal information about our customers; royalties we pay for music rights, which increase over time; the unfavorable outcome of pending or future litigation; our failure to realize benefits of acquisitions; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; failure to comply with FCC requirements and other government regulations; and our 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, 2013, 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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Media contact:

Andrew FitzPatrick

SiriusXM

212.901.6693

andrew.fitzpatrick@siriusxm.com

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