

TODAY Show Radio to Launch on SiriusXM on June 25

Exclusive channel launch coincides with live performance by Maroon 5 on TODAY TODAY anchors to host exclusive guest DJ sessions on various SiriusXM music channels

NEW YORK, June 24, 2014 /PRNewswire/ -- SiriusXM and NBC News will launch TODAY Show Radio on June 25, making the NBC morning program available to radio listeners for the first time ever.



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

The new satellite radio channel will give SiriusXM listeners across the country access to live audio feeds of TODAY from both coasts, including replays. SiriusXM will be the exclusive audio home of TODAY.

In addition to the live audio feeds, SiriusXM's TODAY Show Radio will feature exclusive content, including news reports from NBC News correspondents, backstage interviews with TODAY hosts and conversations with fans from around the world on the Rockefeller Plaza.

"We are very excited to launch TODAY Show Radio this week, and have been working closely with the team behind TODAY and its hosts. It's the first time listeners will be able to take TODAY with them on their morning routine and throughout the day during their daily drive, but they will also be able to hear more than just the daily live feeds of the show," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "The channel will feature additional exclusive content from correspondents and hosts, and conversations with fans on Rockefeller Plaza. TODAY fans and subscribers will also want to listen closely this week as TODAY show hosts become guest DJs on their favorite SiriusXM music channels."

"We are thrilled to extend the TODAY show to the SiriusXM audience," said Don Nash, Executive Producer of TODAY. "Listeners can now get all the TODAY show has to offer each day from their cars."

TODAY Show Radio will launch on SiriusXM on Wednesday, June 25, 2014, on channel 108 and will feature the live broadcast of Maroon 5's performance on TODAY. SiriusXM listeners will have access to TODAY's live east coast feed from 7:00 am - 10:00 am ET and the west coast feed from 10:00 am - 1:00 pm ET. Starting at 1:00 pm ET, SiriusXM will broadcast the fourth hour of TODAY with Kathie Lee Gifford and Hoda Kotb. TODAY will replay from 2:00 pm - 7:00 pm ET.

TODAY hosts will celebrate the launch of the exclusive SiriusXM channel by taking over as guest DJs on various SiriusXM music channels and playing songs by their favorite artists. The guest DJs will air throughout the week of June 23. For broadcast times, please visit www.siriusxm.com.

Matt Lauer will guest DJ on **Classic Vinyl** playing classic rock from the '60s and '70s.

Savannah Guthrie will guest DJ on **Coffee House** playing singer-songwriters and rare acoustic versions of songs.

Al Roker will guest DJ on **'70s on 7** playing the most popular music from the '70s.

Natalie Morales will guest DJ on **Alt Nation** playing the latest alternative rock releases.

Will Geist will guest DJ on **Backspin** playing classic hip-hop from the '80s and '90s.

Kathie Lee Gifford will guest DJ on **On Broadway** playing show tunes from Broadway's past and present.

Hoda Kotb will guest DJ on **The Highway** playing new country.

Tamron Hall will guest DJ on **The Heat** playing today's hottest R&B and hip-hop.

NBCUniversal News Group and SiriusXM already broadcast dedicated channels, including CNBC, the global leader in financial news on channel 112, and MSNBC, where listeners can find in-depth analysis of daily headlines and informed perspectives on the political news of the day on channel 117.

For more information on SiriusXM, please visit www.siriusxm.com.

About TODAY

NBC's TODAY is the news program that informs, entertains, inspires and sets the agenda each morning for Americans. Airing live from 7 am to 11 am ET, TODAY reaches more than 5 million people every day through its broadcast, and millions more through TODAY.com, the TODAY app, and social media platforms. Matt Lauer, Savannah Guthrie, Al Roker, Natalie Morales, Willie Geist, Tamron Hall, Carson Daly, Hoda Kotb, and Kathie Lee Gifford are the anchors and hosts, and Don Nash is the executive producer.

About SiriusXM

[Sirius XM Holdings Inc.](http://SiriusXMHoldingsInc.com) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 25.8 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](http://SiriusXMInternetRadio.com) 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](http://SiriusXMCanada.com) which has more than 2 million subscribers.

On social media, join the SiriusXM community on [Facebook](http://Facebook.com), [Twitter](http://Twitter.com), [Instagram](http://Instagram.com), and [YouTube](http://YouTube.com).

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 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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