

## SiriusXM Auto Dealer Programs Receive Reynolds Certification

### SiriusXM's Pre-Owned and Service Lane Programs now available to auto dealers using a Reynolds ERA® Dealership Management System via the Reynolds Certified Interface Program

NEW YORK, June 12, 2014 /PRNewswire/ -- SiriusXM today announced it has become a certified vendor in the Reynolds Certified Interface (RCI) program.



Being certified in the RCI program gives SiriusXM the ability to securely exchange data with a Reynolds ERA® dealership management system (DMS) and supports SiriusXM's commitment to the security and integrity of customer data.

By successfully completing the certification process, SiriusXM can now give auto dealers using a Reynolds ERA DMS the ability to easily participate in the SiriusXM Pre-Owned and Service Lane Programs. Dealers enrolled in the SiriusXM Pre-Owned Program can demonstrate SiriusXM during test drives and automatically give customers purchasing any pre-owned vehicle with a factory-installed satellite radio a three-month SiriusXM subscription. Dealers enrolled in the Service Lane Program can also give a two-month SiriusXM subscription to eligible customers visiting their service departments.

"SiriusXM has long maintained a very strong commitment to the dealer community to provide drivers with unparalleled in-vehicle entertainment as well as to protect the data necessary for us to serve our mutual customers," said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing and Retail Sales, SiriusXM. "With our dealer programs now designated as RCI Certified, we look forward to working with even more dealers using a Reynolds ERA DMS as they join the more than 12,500 dealers currently enrolled in our Pre-Owned Program."

"Reynolds continues to enhance our DMS to help dealerships safely and securely exchange customer and DMS data with third-party providers," said Robert Schaefer, Vice President of Data Services at Reynolds and Reynolds. "We're pleased to add SiriusXM to the growing list of providers that have completed certification in the RCI Program and put in place data interfaces with the appropriate safeguards and verification for handling DMS data."

For more information on the SiriusXM Pre-Owned and Service Lane Programs, please visit [www.siriusxmdealerprograms.com](http://www.siriusxmdealerprograms.com).

#### **About SiriusXM**

[Sirius XM Holdings Inc.](http://www.siriusxm.com) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 25.8 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](http://shop.siriusxm.com). SiriusXM programming is available through the [SiriusXM Internet Radio](http://www.siriusxm.com) App for smartphones and other connected devices as well as online at [siriusxm.com](http://www.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://www.siriusxm.com) which has more than 2 million subscribers.

On social media, join the SiriusXM community on [Facebook](https://www.facebook.com/siriusxm), [Twitter](https://twitter.com/siriusxm), [Instagram](https://www.instagram.com/siriusxm), and [YouTube](https://www.youtube.com/siriusxm).

*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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