



NEWS RELEASE

# Alliance of American Football Games to Air on SiriusXM

2/7/2019

NEW YORK – February 7, 2019 – SiriusXM will offer subscribers coverage of the inaugural Alliance of American Football season, featuring live play-by-play broadcasts of The Alliance Game of the Week.

The Alliance of American Football will begin its inaugural season this Saturday, February, 9th, as the San Diego Fleet visit the San Antonio Commanders (8:00 pm ET; XM channel 388 and on the SiriusXM app) and the Orlando Apollos host the Atlanta Legends (8:00 pm ET; Sirius channel 206, XM channel 207, and on the SiriusXM app). Following Week 1 action, SiriusXM will air the Saturday night Alliance Game of the Week (8:00 pm ET). For a schedule of Alliance games airing on SiriusXM visit [blog.siriusxm.com/aaf](http://blog.siriusxm.com/aaf).

Led by some of the most respected football minds in the game, The Alliance of American Football is a dynamic professional football league fueled by an unprecedented Alliance between players, fans and the game. Founded by TV and film producer Charlie Ebersol and Hall of Famer Bill Polian, The Alliance will feature eight teams with 52-player rosters playing a 10-week regular season schedule beginning February 9, followed by two playoff rounds and culminating with the championship game the weekend of April 26-28, 2019.

SiriusXM subscribers with streaming access can also listen to SiriusXM's 200+ channels – including Alliance games – at home on a wide variety of connected devices including smart TVs, Amazon Alexa devices, Apple TV, Sony PlayStation, Roku, Sonos speakers and more. Go to [www.SiriusXM.com/AtHome](http://www.SiriusXM.com/AtHome) to learn more.

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[About SiriusXM](#)

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest audio entertainment company, and the premier programmer and platform for subscription- and advertising-supported audio products. With the recent addition of Pandora, the largest streaming music provider in the U.S., SiriusXM reaches more than 100 million people with its audio products. For more about the new SiriusXM, please go to: [www.siriusxm.com](http://www.siriusxm.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 and the timing of events may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our substantial competition, which is likely to increase over time; our ability to attract or increase the number of subscribers, which is uncertain; our ability to profitably attract and retain more price-sensitive consumers; failure to protect the security of personal information about our customers; interference to our service from wireless operations; a decline in the effectiveness of our extensive marketing efforts; consumer protection laws and their enforcement; our failure to realize benefits of acquisitions or other strategic initiatives, including the acquisition of Pandora Media, Inc.; unfavorable outcomes of pending or future litigation; the market for music rights, which is changing and subject to uncertainties; our dependence upon the auto industry; general economic conditions; existing or future government laws and regulations could harm our business; failure of our satellites would significantly damage our business; the interruption or failure of our information technology and communications systems; rapid technological and industry changes; failure of third parties to perform; our failure to comply with FCC requirements; modifications to our business plan; our indebtedness; damage to our studios, networks or other facilities as a result of terrorism or natural catastrophes; our principal stockholder has significant influence over our affairs and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock; impairment of our business by third-party intellectual property rights; and changes to our dividend policies which could occur at any time. 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, 2018, 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.

Source: SiriusXM

Media contact:

Kevin Bruns, **Kevin.Bruns@SiriusXM.com**