



NEWS RELEASE

Garth Brooks to Launch His Own Exclusive SiriusXM Channel

7/7/2016

The Garth Channel marks the first time Brooks' music will be available 24/7 in one place, via satellite and online. NEW YORK, July 7, 2016 /PRNewswire/ -- SiriusXM announced today that America's best-selling solo artist of all time, Garth Brooks, will launch his own SiriusXM channel on September 8.

The Garth Channel, the new, 24/7, exclusive channel, will be curated and presented by Brooks. The channel will feature music from Brooks spanning four decades, along with songs from the artists that influenced his iconic career. This is the first time Garth's music is being presented 24/7 in one place, on radio or online.

SiriusXM's The Garth Channel will also include regularly hosted shows and behind-the-scenes commentary from Brooks, guest DJ specials hosted by Brooks' fans and friends, live concert recordings and other rarities from Brooks' treasured archives.

"It's rare to be handed an opportunity that can grow as big as you can dream. That is exactly what SiriusXM has just done," said Garth Brooks. "I speak for myself and the entire team when I say we are very grateful for this opportunity and very excited about its potential."

"In music, there are few groundbreaking artists, but there's only one Garth Brooks. We are thrilled to have him running his own full time channel at SiriusXM," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "And we are so excited that our subscribers will now get Garth in their cars 24/7 and have a place to get Garth on their phones and online—something that has not been available in the past. Garth's addition to SiriusXM makes our country music offering second to none."

Garth Brooks is certified by the RIAA as the #1-selling solo artist in U.S. history with over 136 million albums. He has received every accolade the recording industry can bestow on an artist. Garth has been inducted into the International Songwriters Hall of Fame in New York, the Nashville Songwriters Hall of Fame, Country Music Hall of Fame and most recently, the Musicians Hall of Fame.

Garth is currently on the three year Garth Brooks World Tour with Trisha Yearwood. The tour began with 11 sold out shows at the Allstate Arena in Chicago. The tour is smashing records previously held by such acts as The Beatles, The Rolling Stones, and even Garth Brooks. In just over a year and a half, the tour is approaching 5 MILLION tickets sold making it the biggest tour in the world.

The Garth Channel will debut on September 8 on satellite and will also be available online and through the SiriusXM app.

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

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has more than 30 million subscribers. SiriusXM creates and offers commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment, and a wide-range of Latin music, sports and talk programming. SiriusXM is available in vehicles from every major car company in the U.S. and on smartphones and other connected devices as well as online at siriusxm.com. SiriusXM radios and accessories are available from retailers nationwide and online at SiriusXM. SiriusXM also provides premium traffic, weather, data and information services for subscribers through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™. SiriusXM delivers weather, data and information services to aircraft and boats through SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, XMWX Weather, and XMWX Marine™. In addition, SiriusXM Music for Business provides commercial-free music to a variety of businesses. SiriusXM holds a minority interest in SiriusXM Canada which has approximately 2.7 million subscribers. SiriusXM is also a leading provider of connected vehicles services to major automakers, giving customers access to a suite of safety, security, and convenience services including automatic crash notification, stolen vehicle recovery assistance, enhanced roadside assistance and turn-by-turn navigation.

To download SiriusXM logos and artwork, visit <http://www.siriusxm.com/LogosAndPhotos>.

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 and retain subscribers, which is uncertain; consumer protection laws and their enforcement; the unfavorable outcome 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; the security of the personal information about our customers; 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; our failure to realize benefits of acquisitions or other strategic initiatives; rapid technological and industry changes; failure of third parties to perform; harmful interference to our service from new and existing wireless operations; our failure to comply with FCC requirements; modifications to our business plan; our indebtedness; 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; and impairment of our business by third-party intellectual property rights. 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, 2015, 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

Contact for SiriusXM:

Samantha Bowman

212 901 6644

samantha.bowman@siriusxm.com

Contact for Garth Brooks:

Nancy Seltzer, Nancy Seltzer & Associates, Inc.

323 938 3562

nseltzer@nsapr.com

Logo - <http://photos.prnewswire.com/prnh/20160706/386856LOGO>

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

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/garth-brooks-to-launch-his-own-exclusive-siriusxm-channel-300295268.html>

SOURCE Sirius XM Holdings Inc.