Pac-12 and SiriusXM Team Up For Exclusive New Channel

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Nationwide "SiriusXM Pac-12 Radio" to feature 24-7 programming dedicated to Pac-12, including live broadcasts of Pac-12 sports as well as Pac-12-focused analysis and call-in shows for fans

SAN FRANCISCO and NEW YORK, Dec. 18, 2017 /PRNewswire/ -- The Pac-12 Conference and SiriusXM today announced a multiyear agreement to create the "SiriusXM Pac-12 Radio" channel, the first dedicated and exclusive radio channel for the Conference in its history. The channel will serve as the most in-depth audio platform covering the Conference, providing 24-7 programming for fans across the country that delivers Pac-12-focused news, an extensive schedule of live Pac-12 games, and exclusive original talk programming including live call-in shows. The new agreement will help continue to fulfill the Pac-12's mission to bring Pac-12 sports to fans across the country across all available media platforms.

"SiriusXM Pac-12 Radio" is set to launch early next year and will be available exclusively to SiriusXM subscribers via the SiriusXM app, on connected devices including smart TVs, Amazon Alexa devices, Apple TV, Sony PlayStation, Roku and more, and on select SiriusXM satellite radios on channel 373. The channel will include live play-by-play broadcasts of conference events, available on both the SiriusXM app and satellite radios, from many men's and women's sports including football, basketball, baseball, softball and more.

"We are excited to partner with one of the very best in sports radio in SiriusXM, which will support our mission to serve our fans across the country on all media platforms on which they follow Pac-12 sports with the highest quality and most comprehensive content," said Larry Scott, Commissioner of the Pac-12 Conference. "Following on the heels of recent new and renewed partnerships for the Pac-12 Networks with both linear and over-the-top
distributors, we remain committed to expanding the exposure and footprint of the Pac-12 member universities and student-athletes.”

In addition to live coverage of Pac-12 games, the channel will also offer a daily lineup that will include exclusive programming, plus coaches shows, access to press conferences, classic Pac-12 game broadcasts, coverage of Pac-12 Media Days, and curated, Pac-12-specific highlights.

"SiriusXM Pac-12 Radio is an exciting addition to the SiriusXM lineup. It makes our robust college sports programming even better and is a significant west coast based addition as we continue to deliver our listeners the best content from across the country," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "We are pleased to work closely with the Pac-12 to deliver a new level of coverage that matches the passion of Pac-12 fans and gives them access to their favorite teams, and the news and analysis they want, wherever they go."

For more info on SiriusXM and its programming visit www.SiriusXM.com.

Today’s announcement follows recent announcements of new partnerships with over-the-top (OTT) providers fuboTV and CenturyLink Stream.

After leading the nation with 13 NCAA titles last year, the Pac-12 added to its reputation as the Conference of Champions® by becoming the first collegiate conference to reach 500 NCAA team championships. With the 2017-18 season in swing, the Pac-12 will look to lead the nation again in NCAA titles for what would be the 17th time in the last 18 years.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world’s largest radio company measured by revenue and has approximately 32.2 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 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™ and SiriusXM 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 2.8 million subscribers. SiriusXM is also a leading provider of connected vehicles services, 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](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; interference to our service from wireless operations; consumer protection laws and their enforcement; 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; 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; 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; 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, 2016, which is filed with the Securities and Exchange Commission (the "SEC") and available at the SEC's Internet site ([http://www.sec.gov](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.

**About the Pac-12 Conference**

The Conference has a tradition as the "Conference of Champions," leading the nation in NCAA Championships in 51
of the last 57 years, with 501 NCAA team titles overall. The Conference comprises 12 leading U.S. universities - the University of Arizona, Arizona State University, the University of California-Berkeley, the University of California at Los Angeles (UCLA), the University of Colorado, the University of Oregon, Oregon State University, Stanford University, the University of Southern California, the University of Utah, the University of Washington and Washington State University. For more information on the Conference’s programs, member institutions, and Commissioner Larry Scott, go to www.pac-12.com/conference.

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