

## SIRIUSXM Canada LACES UP FOR THE 2012 NHL® ALL-STAR WEEKEND

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SiriusXM Canada will help break the ice and get the party underway with a special concert featuring LIVE performances by The Sheepdogs and Young Rival.

- Live broadcast of The Sheepdogs and Young Rival
- Live from Scotiabank NHL Fan Fair – commentary, analysis and interviews with players and hockey legends
- Live broadcast of the 2012 Tim Hortons NHL® All-Star Game and Skill's Competition on NHL Home Ice on XM 92

TORONTO, Jan. 11, 2012 – SiriusXM Canada, the country's leading audio entertainment company, today announced its sponsorship of this year's NHL® All-Star Weekend taking place in Ottawa from January 26-29. In addition to a live broadcast of the game on SiriusXM Canada, hockey fans can look forward to a variety of exciting events throughout the national capital region.

SiriusXM Canada will help get the party started on January 27 by taking over The Great Canadian Cabin to host the SiriusXM NHL® All-Star Concert in The Cabin™. Canadian rock sensations, The Sheepdogs, will perform live with Young Rival. SiriusXM subscribers in Canada and the U.S. can enjoy the special live performance by tuning into The Verge on XM 151 or Iceberg on SIRIUS 151.

To help support Canada's next generation of NHL® All-Stars, SiriusXM Canada will donate all proceeds of concert ticket sales to the Sens Foundation to help fund Ottawa's Rink of Dreams project. Tickets are \$10 each and are on sale now at [www.thecabin.ca/theshsheepdogs](http://www.thecabin.ca/theshsheepdogs). Concert doors open at 8 p.m. EST.

"We're very excited to be a sponsor of the NHL® All-Star Weekend," said Paul Cunningham, VP, Sales and Marketing, SiriusXM Canada. "The SiriusXM NHL® All-Star Concert in The Cabin is our way of showcasing amazing Canadian artists like The Sheepdogs and supporting up-and-coming stars on the ice by helping fund the Sens Foundation's Rink of Dreams project. We're inviting the public to come out and enjoy what is sure to be great show and support a great cause."

SiriusXM Canada will also be broadcasting live from the Scotiabank NHL Fan Fair™ at the Ottawa Convention Centre all weekend. Fans can stop by the SiriusXM Theatre within the NHL Fan Fair™ to listen to daily interviews with hockey talent. On January 29 at 4 p.m. EST, the puck will drop for the 59th Tim Hortons NHL® All-Star Game. SiriusXM subscribers will be able to enjoy a live broadcast of the game by tuning into NHL Home Ice on XM 92.

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### About SiriusXM Canada:

SiriusXM Canada (TSX: XSR) is the country's leading audio entertainment company and broadcasts more than 120 satellite radio channels featuring premier sports, news, talk, entertainment and commercial-free music. SiriusXM Canada offers an array of content from the most recognized news and entertainment brands as well as from professional sports leagues including the NHL, NFL, MLB and CFL.

SiriusXM programming is available on a variety of devices including pre-installed and after-market radios in cars, trucks and boats, smartphones and mobile devices, and consumer electronics products for homes and offices. Sirius XM programming is also available online at [www.sirius.ca](http://www.sirius.ca) and [www.xmradio.ca](http://www.xmradio.ca) and on Apple, BlackBerry and Android-powered mobile devices.

SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 3,000 retail locations nationwide. For more information, please visit [www.siriusxm.ca](http://www.siriusxm.ca).

About the NHL:

The National Hockey League, founded in 1917, is the second-oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 Member Clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters. According to a Simmons Market Research study, NHL fans are younger, more educated, more affluent, and access content through digital means more than any other sport. The NHL entertains more than 250 million fans each season in-arena and through its partners in national television (NBC, NBC Sports Network, TSN, CBC, RDS, RIS, NASN, ASN and NHL Network™) and radio (NHL Radio™, Sirius XM Radio and XM Canada). Through the NHL Foundation, the League's charitable arm, the NHL raises money and awareness for Hockey Fights Cancer™ and NHL Youth Development, and supports the charitable efforts of NHL players. For more information on the NHL, log on to NHL.com. NHL and the NHL Shield are registered trademarks and the NHL All-Star Game logo and NHL Fan Fair are trademarks of the National Hockey League. All Rights Reserved.

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