

SiriusXM Canada and Hey Rosetta! Announce Holiday Initiative to Help At-Risk Youth

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- Canadians are invited to visit SiriusXM Canada's Facebook and Twitter pages to help raise money for youth in need by sharing Hey Rosetta!'s holiday tune "Carry Me Home"
- SiriusXM Canada will donate \$10,000 to Kids Help Phone when "Carry Me Home" reaches 40,000 YouTube views

TORONTO, ON, December 18, 2012

– This year, SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, and indie rockers Hey Rosetta! are helping spread some holiday cheer to Canadians in need. Hey Rosetta! and SiriusXM Canada are embarking on a social media initiative to raise money to support vulnerable youth in Canada—all they ask for is the click of a button.

The campaign, which will donate all proceeds to Kids Help Phone, is launching on the heels of the release of Hey Rosetta!'s holiday-flavoured four track EP, "A Cup Of Kindness Yet", now available on iTunes. Earlier this week the band revealed the video for the EP's lead track "Carry Me Home" on YouTube. SiriusXM Canada will be posting the video on its Facebook and Twitter pages and are inviting the public to watch and share Hey Rosetta!'s message of holiday cheer to support young people in Canada that are in need of help and hope. SiriusXM Canada will donate \$10,000 to Kids Help Phone when Hey Rosetta!'s YouTube video of "Carry Me Home" reaches 40,000 views by January 1, 2013.

"We're delighted that SiriusXM is up to donating to Kids Help Phone," said Tim Baker of Hey Rosetta!. "And we're honoured that they chose our new video as the vehicle for such a noble gesture".

"This is a program we're incredibly proud to be a part of," explained Jeff Leake, Director of Music Programming for SiriusXM. "And being able to support it through such a talented Canadian band brings it even closer to our hearts." The campaign runs until January 1, 2013 and the video will be posted on the SiriusXM Canada Facebook page and Twitter feed.

The video can be viewed online here: <http://bit.ly/Vz0308>

Visit SiriusXM Canada's Facebook page here [facebook.com/siriusxmcanada](https://www.facebook.com/siriusxmcanada) and follow SiriusXM Canada on Twitter here twitter.com/siriusxmcanada.

About SiriusXM Canada Canadian Satellite Radio Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada 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. SiriusXM programming is also available online at www.siriusxm.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. To find out more about SiriusXM Canada (TSX: XSR), visit our website at www.siriusxm.ca.

About Kids Help Phone Kids Help Phone is a Canadian and world leader, known for our expertise in providing vital, innovative, and professional counselling services to children and

youth. Since 1989 we have offered children, teens and young adults in Canada a critical lifeline of hope and support, through our free, anonymous and confidential service. Our professional counsellors support the mental health and well-being of young people ages five to 20, in urban, rural, and remote communities, by providing one-on-one counselling, information and resources online and by phone. Our internationally recognized, award-winning websites are considered a model of child-focused interactive design, and offer online counseling forums and engaging, therapeutic games, tools and information to encourage resilience and self-care. A community-based national charity, Kids Help Phone receives no core government funding and relies on community and corporate support to keep our essential service available. We're there for the 6.5 million young people in Canada, 24 hours a day, 365 days a year, in English and in French. *Source: represents the age group Kids Help Phone serves (from 5 to 20) according to Statistics Canada, CANSIM, table 051-0001. Last modified: 2010-09-29.

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