

SiriusXM Canada Announces Comprehensive Broadcast Plans for Super Bowl

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- **Listeners get multiple broadcasts of Super Bowl XLVII, offering play-by-play of the game in nine languages**
- **Super Bowl Week programming features unparalleled mix of sports, entertainment and music - SiriusXM NFL Radio, Mad Dog Radio, plus Jeff Foxworthy, Sway Calloway, Jay Thomas, Maurice Jones-Drew, Bob Edwards, The Morning Mash Up, Benny Ricardo and others**
- **Special limited-run New Orleans jazz channel, "Radio New Orleans," airs February 1-3**

TORONTO, Jan. 31, 2013 /CNW/ - Sirius XM Canada (TSX: XSR), announced today that it will offer listeners comprehensive coverage of Super Bowl XLVII, with 11 different live broadcasts of the game in nine languages, plus a wide mix of sports and entertainment programming from New Orleans throughout Super Bowl Week.

On Sunday, February 3 (6:00 p.m. ET), SiriusXM will air Super Bowl XLVII live from the Mercedes-Benz Superdome, offering subscribers* a choice between the team radio broadcasts of the AFC Champion Baltimore Ravens and NFC Champion San Francisco 49ers, plus the national radio broadcast and eight foreign language broadcasts. Subscribers who have SiriusXM Internet Radio access in addition to their satellite radio subscription can also listen to the game through the SiriusXM Internet Radio App for mobile devices and online at SiriusXM.ca.

- Baltimore Ravens broadcast - Sirius 92 / XM 225 / Online 802
- San Francisco 49ers broadcast - Sirius 86 / XM 226 / Online 827
- National radio broadcast - Sirius 88 / XM 88 / Online 88
- BBC Radio broadcast - Sirius 91 / XM 229 / Online 960
- French broadcast - Sirius 93 / XM 236 / Online 967
- Hungarian broadcast - Sirius 94 / XM 230 / Online 961
- Spanish language broadcast - XM 228
- Chinese broadcast - XM 231 / Online 962
- German broadcast - XM 232 / Online 963
- Dutch broadcast - XM 233 / Online 964
- Portuguese broadcast - XM 234 / Online 965
- Japanese broadcast - XM 235 / Online 966

** NFL programming is available to Sirius subscribers, XM Premier, and SiriusXM Premier subscribers. (Visit www.siriusxm.ca/plans for info.)*

SiriusXM NFL Radio will broadcast live every day from the NFL's Radio Row in New Orleans, offering listeners the latest news and expert analysis leading up to the biggest game of the year, plus dozens of interviews with players, coaches, league executives and celebrities in town for the event. Available on channel 88 on Sirius and XM Premier, SiriusXM NFL Radio features a lineup of expert hosts that includes **Gil Brandt, Derrick Brooks, Keith Bulluck, Rich Gannon, Pat Kirwan, Jim Miller, Bob Papa, Tim Ryan, LaDainian Tomlinson, Ross Tucker, Adam Schein** and others.

On Saturday, February 2 at 5:00 p.m. ET, SiriusXM NFL Radio will provide live coverage as the Pro Football Hall of Fame's Class of 2013 is announced, plus interviews with the newly elected Hall of Famers. The channel will also have live coverage after the game on Sunday, featuring interviews with the Super Bowl XLVII MVP and the winning head coach.

On Saturday, February 2, Adam Schein and Jim Miller will host a red carpet show from the "2nd Annual NFL Honors," the star-studded football and entertainment event that salutes top players and performances from the 2012 season. The special, which will feature interviews with the stars and Hall of Famers in attendance, will air on SiriusXM NFL Radio at 8:00 p.m. ET.

In addition to SiriusXM NFL Radio's coverage, SiriusXM will offer a myriad of programming options throughout Super Bowl Week from the worlds of sports, entertainment and music.

SPORTS

SiriusXM's **Christopher 'Mad Dog' Russo** will be in New Orleans all week to host his daily show, *Mad Dog Unleashed*, live from Radio Row from 2:00 to 7:00 p.m. ET. The show is the anchor program for SiriusXM's all-sports talk channel, Mad Dog Radio (channel 86). Mad Dog Radio's daily morning show, *Evan and Phillips in the Morning*, hosted by **Evan Cohen** and former Mets GM **Steve Phillips**, (6:00 to 10:00 a.m. ET) will also air live from Radio Row throughout the week.

Jacksonville Jaguars Pro Bowl running back **Maurice Jones-Drew** will be on Radio Row to host his SiriusXM Fantasy Sports Radio show, *Runnin' with MJD*, live on Thursday from 2:00 to 4:00 p.m. ET and again on Friday from 12:00 to 1:00 p.m. ET (channel 87 on XM and channel 210 on Sirius Premier).

ENTERTAINMENT/TALK

The Jay Thomas Show, featuring the Emmy Award-winning actor and New Orleans native, will air live on Radio Row on Friday from 2:00 to 3:00 p.m. ET on SiriusXM Stars Too (channel 104).

Comedian **Jeff Foxworthy** will host a live Blue Collar Radio special airing live from Radio Row on Friday from 3:00 to 4:00 p.m. ET (channel 97).

SiriusXM's *Covino & Rich*, hosted by **Steve Covino** and **Rich Davis** on SiriusXM Stars Too (channel 104, weekdays at 11:00 a.m. ET), will broadcast from spots around New Orleans, including the Maxim Party and Radio Row, and create special features capturing the party feel of New Orleans during Super Bowl Week.

Award-winning journalist **Bob Edwards** will present a series of New Orleans-themed specials on his daily SiriusXM show throughout Super Bowl Week that will showcase the city and its celebrated musical heritage. Edwards' shows will be highlighted by interviews with renowned musicians Dr. John, Aaron Neville, Irma Thomas and more. Edwards will also talk with New Orleans mayor Mitch Landrieu about being the Super Bowl's host city and the quick turnaround for Mardi Gras. Airs weekday mornings at 8:00 a.m. ET on SiriusXM Public Radio (XM channel 121 on XM, Sirius channel 205 with Sirius Premier).

MUSIC

On Friday, February 1, SiriusXM will launch "Radio New Orleans" on channel 67 featuring New Orleans music founded on the roots of jazz; everything from Louis Armstrong and The Preservation Hall Jazz Band to Dr. John and Trombone Shorty. The channel, produced in conjunction with renowned New Orleans community radio station WWOZ, will air through Sunday, February 3.

Sway Calloway will host *Sway in the Morning*, his live weekday show on Eminem's Shade 45 channel, from Radio Row on Thursday and Friday at 8:00 a.m. ET (channel 45).

Maurice Jones-Drew and Sway will also team up Friday on Radio Row for a one-hour special airing from 1:00 to 2:00 p.m. ET on Shade 45.

SiriusXM Hits 1's *The Morning Mash Up*, **Nicole, Rich, Stanley T.** and **Ryan**, will be interviewing guests on Radio Row during their Friday broadcast and at the NFL Experience at the Ernest N. Morial Convention Center on Friday and Saturday from 6:00 to 8:00 p.m. ET.

As the Official Satellite Radio Partner of the NFL, SiriusXM broadcasts every NFL game live nationwide, from the preseason through the Pro Bowl and Super Bowl.

Visit www.siriusxm.ca for more information.

About SiriusXM Canada

Sirius XM Canada 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.

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