

SiriusXM Canada Supports Canadian Artists at 2013 JUNO Awards

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- *Launch of SiriusXM's **JUNO Radio** to feature exclusive performances and interviews from nominees while offering listeners behind-the-scenes access to award events and festivities*
- *SiriusXM Canada presents **JUNOfest**, a signature two-night music event in Regina and Moose Jaw featuring more than 100 local, regional and national acts including 40 JUNO Award nominees*
- *Continues sponsorship of **Songwriter of the Year Award** during live television broadcast*

TORONTO, April 18, 2013 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, today announced its support for the 2013 JUNO Awards in Regina and Moose Jaw, Saskatchewan. In addition to sponsoring the 2013 *Songwriter of the Year Award* and *JUNOfest*, SiriusXM will mark its seventh consecutive year of support with the launch of *JUNO Radio*, an exclusive limited-engagement channel dedicated to the JUNO Awards and fans of Canadian music.

JUNO Radio will be available April 19-21 on SiriusXM channel 151 (both satellite and online) and will offer listeners exclusive and behind-the-scenes access to JUNO Week events. The channel will feature music and exclusive interviews from JUNO Award nominees past and present including Bahamas, Serena Ryder and The Sheepdogs while reliving Canadian music memories with historic moments from Arcade Fire, Billy Talent, Blue Rodeo, Nelly Furtado, Nickelback, Sam Roberts and more.

In addition, *JUNO Radio* will broadcast live backstage from the JUNO Awards on Sunday April 21 and feature a special broadcast of SiriusXM's JUNOfest show at The Owl Bar in Regina featuring performances by Indigo Joseph, Rococode, Hannah Georgas and Yukon Blonde on April 20 at 8 p.m. ET. Additional details on JUNO Radio programming are available at www.siriusxm.ca/junoradio.

"We're excited for the launch of SiriusXM's JUNO Radio and look forward to sharing all the excitement with music fans from across Canada during JUNO Week," said Jeff Leake, Director of Music Programming, SiriusXM Canada. "The JUNOs are one of the most anticipated music events of the year and we are extremely proud to continue our support."

JUNOfest

SiriusXM will present *JUNOfest Regina and Moose Jaw*, a signature two-night music festival April 19-20 featuring regional and national artists representing the many genres that make up Canadian music. JUNOfest presented by SiriusXM includes a multi-venue showcase of over 100 acts including special performances by Bahamas, Corb Lund, Dragonette, k.d. Lang, Serena Ryder, Tom Cochrane and many others. Ticket information for JUNOfest is available at www.junofest.ca.

Songwriter of the Year Award

SiriusXM Canada is a sponsor of the Songwriter of the Year Award to be presented during the live television broadcast on Sunday April 21. Nominees include a mix of emerging and established Canadian artists including Afie Jurvanen (Bahamas), Arkells, Hannah Georgas, Kathleen Edwards and Leonard Cohen.

For more info on SiriusXM's programming, visit www.siriusxm.ca.

About SiriusXM Canada

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with over 2.2 million subscribers, 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 every major sport 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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