

SiriusXM Canada Offers Comprehensive Coverage of 2013 NFL Season

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- *SiriusXM subscribers get every NFL game through Super Bowl XLVIII in New York*
- *SiriusXM NFL Radio, channel 88, offers 24/7 coverage of the sport and expert analysis from hosts Jim Kelly, Andre Reed, Steve Tasker, Gil Brandt, Derrick Brooks, Tim Brown, Rich Gannon, Pat Kirwan, John Madden, Booger McFarland, Jim Miller, Scott Pioli, Bill Polian, LaDainian Tomlinson, Amani Toomer, Ross Tucker, and Solomon Wilcotts*

TORONTO, Sept. 9, 2013 /CNW/ - Sirius XM Canada (TSX: XSR) today announced that it will provide comprehensive coverage of the 2013 NFL season, offering fans across Canada live broadcasts of every NFL game.

Every NFL game is available to Sirius and XM Premier subscribers. Satellite radio subscribers who add SiriusXM Internet Radio access to their subscription can also listen to every NFL game on the SiriusXM Internet Radio App and online. Weekly NFL schedules with SiriusXM channel assignments can be found at www.siriusxm.ca/sports-schedules/nfl.

SiriusXM NFL Radio (channel 88 on Sirius and XM Premier) continues to offer in-depth coverage of the league 24 hours a day, 365 days a year with exclusive daily talk shows hosted by NFL experts, one-on-one interviews with players, coaches and executives from around the league, and more. The channel's unparalleled roster of hosts includes both current and former players, coaches and front office executives including: Gil Brandt, Derrick Brooks, Tim Brown, Rich Gannon, Pat Kirwan, John Madden, Booger McFarland, Jim Miller, Scott Pioli, Bill Polian, LaDainian Tomlinson, Amani Toomer, Ross Tucker, and Solomon Wilcotts.

New to the schedule this season will be No Huddle, a weekly show hosted by Buffalo Bills legends Jim Kelly, Andre Reed and Steve Tasker that will air every Wednesday (7:00 pm ET) on SiriusXM NFL Radio. Kelly, Tasker and Reed will cover the NFL's headline stories and discuss the NFL's past, present and future with listeners nationwide.

Madden Football, hosted by NFL Hall of Famer and 16-time Emmy Award winner John Madden, Adam Schein and Rich Gannon, will return for a tenth season. The show will air every Wednesday (2:00 - 3:00 pm ET) on both SiriusXM NFL Radio and Mad Dog Sports Radio (SiriusXM channel 86) and will showcase Madden's thoughts on the latest NFL news and the coming weekend's matchups. Madden's in-depth game breakdowns will also replay every Sunday morning on The SiriusXM NFL Tailgate Show, SiriusXM NFL Radio's pre-game program (Sundays at 9:00 am ET).

Madden will also join Chris 'Mad Dog' Russo for a weekly NFL discussion every Friday at 5:00 pm ET on SiriusXM's Mad Dog Sports Radio.

Throughout the season SiriusXM NFL Radio listeners will also hear weekly interviews with many head coaches from around the league including: Bruce Arians (Cardinals), Mike McCarthy (Packers), Mike Tomlin (Steelers), Mike Smith (Falcons), Jim Schwartz (Lions), John Fox (Broncos), Marvin Lewis (Bengals), Dennis Allen (Raiders), Ron Rivera (Panthers), Pete Carroll (Seahawks), Joe Philbin (Dolphins), Jeff Fisher (Rams) and Gus Bradley (Jaguars).

Follow the SiriusXM NFL Radio channel on Twitter (@SiriusXMNFL)

About Sirius XM 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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SOURCE SiriusXM Canada

Media contacts:

Mike Calnek
SiriusXM Canada
416-513-7459
mike.calnek@siriusxm.ca

Maricel Dicion
NATIONAL Public Relations
416-848-1446
mdicion@national.ca