

SiriusXM Canada gives up-and-coming Canadian talent the full rock star treatment at the Grey Cup

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SiriusXM Canada helps put emerging band, One Bad Son, on the map with a chance to share the stage with The Sheepdogs at the 101st Grey Cup® Festival in Regina

SiriusXM Half-Time Show™ to feature a live performance by multi-platinum and JUNO Award winning group Hedley

TORONTO, Oct. 30, 2013 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, announced today that Saskatchewan rock band, *One Bad Son*, are the winners of the 2nd Rock the Grey Cup competition. As the official sponsor of the Grey Cup Half-Time Show, SiriusXM is giving this emerging band the chance to share the stage with award-winning Canadian talent during the festivities.

One Bad Son, who received the most nation-wide votes in SiriusXM's Rock the Grey Cup contest, will perform live at the 101st Grey Cup Festival in Regina next month, opening for JUNO Award winners *The Sheepdogs* at the pre-game Tailgate Party. They will also receive exposure during the SiriusXM Half-Time show, featuring *Hedley*, and perform at other Grey Cup concerts throughout the weekend to celebrate with CFL® fans.

Earlier this year, talented up-and-coming bands representing CFL cities submitted videos of their performances, and the best act in each of the 8 markets were selected as finalists. Canadians had an opportunity to vote for their favourite and *One Bad Son* came out with the most votes from across the nation. In addition to exposure and performance opportunities, the band will get full VIP treatment, including artist meet and greets, accommodations, airfare and of course, tickets to the Grey Cup.

"We are proud to be the sponsor of this year's Grey Cup Half-Time show and provide a platform for a talented emerging band to share their music with Canadians and receive exposure during Grey Cup weekend," said Paul Cunningham, SVP, Sales & Marketing, SiriusXM Canada. "Congratulations to *One Bad Son* who will have an unforgettable experience as they step onto the stage in their home province and perform live as part of one of the biggest sporting events in Canada."

Originally from Saskatoon, *One Bad Son* formed in 2004, releasing singles that received nationwide radio play, and embarking on a string of sold-out tour dates across the country. While on tour, the band opened for a number of world-class acts, including *Buckcherry*, *Default* and Grammy-award winners *Godsmack*.

"We're really excited to be a part of this year's Grey Cup and to get this awesome opportunity to play alongside our pals in *The Sheepdogs*," drummer Kurt Dahl said. "We're lifelong Rider fans, and everyone knows Rider fans are the best in the country. The energy is going to be crazy. We can't wait."

Last year's winners were Montreal's *Era 9* who opened for *Treble Charger*, *Matthew Good*, and *Sam Roberts* during the 100th Grey Cup Festival in Toronto. *Era 9* continues to tour the country and recently released their sophomore EP 'Turn Day'.

The Grey Cup Festival will start on Wednesday, November 20th and lead into the 101st Grey Cup on Sunday, November 24th. Hear a full recap of the 2013 CFL season running throughout the week leading up to Grey Cup, plus play-by-play coverage of the big game and the SiriusXM Half-Time Show on 'Norm At Night,' heard on SiriusXM's Canada Talks 167, with host Norm Rumack

SiriusXM Canada's complete CFL regular season schedule listing is available online at www.siriusxm.ca/cfl

About SiriusXM Canada

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with over 2.3 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.

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About the Canadian Football League

This is today's CFL: star athletes playing a great game in modern venues. This is the inaugural season of Winnipeg's Investors Group Field. It's the home of Grey Cup 101 this November in Saskatchewan. It is where the OttawaREDBLACKS will debut in 2014, just as the Hamilton Tiger-Cats take the field in their beautiful new stadium. This is our league: proudly Canadian and steeped in tradition, but built for the future

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