

SiriusXM and NBA to Launch Exclusive 24/7 NBA Channel on Dec. 9 with David Stern, Adam Silver, NBA All-Stars, Legends and Owners

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SiriusXM NBA Radio Channel 217 to feature expert hosts including Kenny Smith, Steve Kerr, Nancy Lieberman, Stacey King, Lionel Hollins, Mike Dunleavy, Sr. and Sam Mitchell

TORONTO, Dec. 6, 2013 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, today announced that SiriusXM and the National Basketball Association will launch an exclusive NBA channel on Monday, December 9, that will cover the league 24 hours a day, 365 days a year, and bring fans closer to the game.

SiriusXM NBA Radio on Channel 217 will debut on Monday at 7:00 am ET and will feature a star-studded lineup of exclusive interviews throughout the day including NBA Commissioner David Stern, NBA Deputy Commissioner Adam Silver, Dallas Mavericks owner Mark Cuban, Los Angeles Lakers head coach Mike D'Antoni, Cleveland Cavaliers guard Kyrie Irving, New Orleans Pelicans forward Anthony Davis, Indiana Pacers center Roy Hibbert, Detroit Pistons center-forward Greg Monroe, Boston Celtics head coach Brad Stevens, center-forward Kelly Olynyk and forward Brandon Bass, and Hall of Famers Chris Mullin and Bernard King. Other big guests for the opening week will include Celtics owner Steve Pagliuca, Golden State Warriors owner Joe Lacob, and Hall of Famer Clyde Drexler, as well as Portland Trail Blazers guard Damian Lillard and Toronto Raptors guard DeMar DeRozan. Atlanta Hawks guard Jeff Teague will also be interviewed on the channel on Dec. 12.

Along with one-on-one interviews with the biggest names in the game, the new NBA Channel will showcase more than 14 live NBA games each week and a daily schedule of NBA-focused news and talk from an unparalleled roster of hosts.

Featured hosts include former star players and coaches such as NBA Champions and TNT analysts Kenny Smith and Steve Kerr; three-time NBA Champion center Stacey King; former NBA Champion guard and head coach Lionel Hollins; former head coaches Mike Dunleavy, Sr., and Sam Mitchell; Hall of Famer and women's basketball pioneer Nancy Lieberman; and former NBA guard MATEEN CLEAVES. In addition, Ian Eagle, Frank Isola, Mark Boyle, Joel Meyers and Jason Goff will provide their expertise on a regular basis.

NBA fans can call in to discuss the latest headlines and weigh in with their opinions on the issues of the day. The channel will also feature regular interviews with NBA legends; on-location broadcasts from special events like the NBA All-Star Game, The Finals, NBA Draft, team training camps; programming and specials focused on the history of the game; and more.

Listeners tuning in for the first day of programming will hear *The Starting Lineup*, hosted by Stacey King and *NY Daily News* writer Frank Isola, starting at 7:00 am ET. At 12:00 pm ET, Sam Mitchell and Jason Goff will host *Off the Dribble*. Steve Kerr and Ian Eagle will host *Long Range* at 3:00 pm ET. The channel will air live coverage of the Los Angeles Clippers vs. the Philadelphia 76ers that night starting at 7:00 pm ET, followed by the Dallas Mavericks vs. the Sacramento Kings. The following night, the channel will carry live play-by-play of the Miami Heat vs. the Indiana Pacers at 7:00 pm ET. For more information on the channel and programming please visit <http://www.siriusxm.ca/nba>.

SiriusXM and the NBA recently agreed to a multiyear renewal of their broadcasting agreement. SiriusXM subscribers will continue to receive a comprehensive schedule of live play-by-play that includes every regular-season game from every team, all games from the NBA Playoffs and The Finals.

NBA programming is available to subscribers with XM Select, Sirius Premier or Sirius All-Access plans. Those XM Select, Sirius Premier or Sirius All-Access satellite radio subscribers who add SiriusXM Internet Radio access to their subscription can also listen to NBA games on the SiriusXM Internet Radio App and online. Schedules with SiriusXM channel assignments can be found at <http://www.siriusxm.ca/nba>.

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.

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 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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