

Fan-celebrated morning host launches satellite radio show with SiriusXM Canada

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Todd Shapiro finds new digs on SiriusXM's uncensored channel Canada Laughs

TORONTO, Feb. 25, 2014 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, today announced the addition of *The Todd Shapiro Show*, featuring top-rated Toronto radio morning show host Todd Shapiro. The new daily show launches at 9 am ET, March 3rd, 2014 on SiriusXM's 24/7 uncensored Canadian comedy station *Canada Laughs* (channel 168).

With 14 years as an on-air host, Shapiro is best known for his time with Toronto's *102.1 the Edge* as co-host on *The Dean Blundell Show*. The loveable sidekick built a strong and loyal fan base of listeners who have been eager to see him emerge into the spotlight and who can now enjoy him every weekday, anchoring his own show for the first time.

"Todd brings a candid, unique and energetic voice to our airwaves that we're very excited about," said John Lewis, SVP, Programming, SiriusXM Canada. "He's genuine, incredibly likeable and fun to listen to, something his fans already know. We're confident that will resonate with a new audience – across North America."

"It's hard to describe how excited I am for this new opportunity to build my own show in an unrestricted environment and to get to broadcast it to such a massive audience," Shapiro said. "I just want to hang out with cool people, talk about stuff that I think is funny and interesting and they're letting me do that, plus I'm told I still get to wear my flip flops, hat and a deep V!"

The new show will feature a loaded rota of Canadian and international personalities, from sports to music to comedy to whoever is hot in the news right now. The show joins SiriusXM's Canada Laughs channel alongside the services already packed entertainment lineup which includes Howard Stern, Oprah, Entertainment Weekly, Vivid, Opie & Anthony, Comedy Central and more. Candid interviews and captivating conversations will be at the heart of the daily show, with listeners always getting a chance to join the dialogue.

The Todd Shapiro Show can be heard starting at 9 am ET, March 3rd, 2014 on SiriusXM's channel 168, *Canada Laughs*. It will air every weekday from 9 am – 10 am ET, bookended by Shapiro's own good friends and mentors, *Humble and Fred*.

Canada Laughs channel 168 features uncensored Canadian comedy 24/7 including stand-up, sketch, musical comedy and more, putting the spotlight on the rich pool of extraordinary talent from Canada. *Canada Laughs* is available to all Sirius and XM subscribers in Canada and across the U.S. Those satellite radio subscribers who add SiriusXM Internet Radio access to their subscription can also listen to *The Todd Shapiro Show* on the SiriusXM Internet Radio App and online.

Follow Todd Shapiro on Twitter and Instagram at twitter.com/iamtoddytickles and instagram.com/iamtoddytickles.

Visit www.siriusxm.ca for more information.

About SiriusXM Canada

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with over 2.4 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, entertainment and major sports brands including the NHL, NFL, NBA, NASCAR, CNN, CBC, FOX, BBC, Howard Stern, Oprah, Disney, Comedy Central and more.

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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