

SiriusXM Canada kicks off JUNO Weekend with JUNO Radio

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Behind-the-scenes interviews and more from past and present JUNO Awards

SiriusXM JUNO Award Kickoff event to launch JUNO Weekend with special appearance by The Trews

TORONTO, March 24, 2014 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, today announced the return of **JUNO Radio** on Friday, March 28th. The exclusive channel, featuring all things JUNOS, will run through Sunday, March 30th on Sirius channel 161 and XM channel 173.

JUNO Radio will give subscribers access to performances and insider interviews from this year's nominees, including Arcade Fire, Tegan and Sara, Serena Ryder, Blue Rodeo and more. Plus, listeners can hear archived JUNO moments and performances from the SiriusXM studios, not available anywhere else.

"We've planned very special programming with **JUNO Radio** which will give music fans a chance to enjoy the JUNO Awards and all the talented artists involved, past and present," said Jeff Leake, Director of Music Programming, SiriusXM Canada. "Once again, JUNO Radio will capture the electricity of the JUNO red carpet and provide subscribers access to all the action from JUNO Weekend in Winnipeg. Throughout the 3 day special broadcast we'll also visit special retrospective moments including interviews from the archives and rich history of the JUNO Awards."

To celebrate the beginning of JUNO Weekend in Winnipeg on Thursday, March 27th, SiriusXM Canada, The Canadian Academy of Recording Arts & Sciences (CARAS) and Manitoba Music will host the **SiriusXM JUNO Awards Kickoff** featuring a special performance from past multi-JUNO Award nominee The Trews. The band will play fan favourites along with selections from their new self-titled album "The Trews" to a sold-out live audience with local rockers Attica Riots and The New Meanies set to warm up attendees. All proceeds from the sold-out show will go toward MusiCounts, Canada's music education charity associated with CARAS and part of SiriusXM's ongoing dedication to music charities developed for youth. For SiriusXM subscribers not in Winnipeg or fans without a ticket, the event will be broadcast in its entirety complete with backstage band interviews and behind-the-scenes moments on Saturday, March 29th on **JUNO Radio**.

Subscribers can hear **JUNO Radio** starting Friday, March 28th at 12 pm ET through to Sunday, March 30th. Sirius listeners can tune in on *Iceberg*, channel 161 and XM listeners can hear the same on *The Verge*, channel 173. Those satellite radio subscribers who add SiriusXM Internet Radio access to their subscription can also listen to **JUNO Radio** on the SiriusXM Internet Radio App and online.

SiriusXM is a proud and long-time sponsor of the JUNO Awards and has a legacy of supporting and furthering the best emerging Canadian music, including many of the 2014 JUNO-nominated artists. Through Canadian indie music channels *The Verge* (XM 173) and *Iceberg* (Sirius 161), francophone channels *Influence Franco* (XM 174) and *Attitude Franco* (Sirius 164), plus many more, SiriusXM continues to offer a leading platform for Canadian artists.

For more information, visit www.siriusxm.ca or www.junoawards.ca.

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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