

SiriusXM Announces Comprehensive Coverage of 2014 Masters Tournament and Masters Week

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- *Live hole-by-hole coverage from Augusta April 10-13 on SiriusXM PGA TOUR Radio*
- *Special programming airs throughout Masters Week; Includes shows hosted by Masters Champions Ben Crenshaw and Fuzzy Zoeller, plus Ian Poulter, Chris DiMarco and others*
- *Interviews with several past Masters Champions including Gary Player, Tom Watson, Sandy Lyle, Bernhard Langer and Craig Stadler*

TORONTO, April 8, 2014 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, today announced its most comprehensive coverage yet for the 2014 Masters Tournament, airing nationwide on SiriusXM PGA TOUR Radio (XM channel 93, Sirius Premier channel 208).

Listeners will hear live hole-by-hole coverage from Augusta National each day of play - Thursday, April 10, through Sunday, April 13. Live play-by-play begins each day at 2:00 pm ET on SiriusXM PGA TOUR Radio and will cover each day's on-course action with up-to-the-moment reports from around the course and updates on golfers moving up and down the leaderboard. XM subscribers and Sirius subscribers with Premier or All Access plans can access the live broadcasts on satellite radios, through the SiriusXM Internet Radio App and at SiriusXM.ca.

In addition to Tournament play-by-play, SiriusXM PGA TOUR Radio will present a full week of Masters-focused programming. Listeners will hear special shows hosted by past Masters Champions and other pros who have played their way onto the leaderboard on the final day, plus interviews throughout the week with some of the greatest players to compete at Augusta.

Highlights from the week include:

Two-time Masters Champion **Ben Crenshaw** will host a new edition of his SiriusXM PGA TOUR Radio show, Crenshaw on Golf, airing tomorrow at 10:00 am ET. The show will replay Wednesday at 11:00 am ET.

Fuzzy Zoeller, the 1979 Masters Champion, will host a special Masters edition of the SiriusXM series Legends of Links, airing Wednesday at 10:00 am ET.

Ian Poulter, who has two top-10 finishes in the Masters and is currently ranked 20th in the world, will host a new edition of his SiriusXM PGA TOUR Radio show, Unfiltered with Ian Poulter, airing Wednesday at 12:00 pm ET.

Chris DiMarco, who finished second to four-time Masters Champion Tiger Woods after a sudden-death playoff in the 2005 Masters, will host his weekly show, Opinionated, tomorrow at 11:00 am ET.

1982 Masters Champion **Craig Stadler** is scheduled to be the featured guest on a special edition of Looking Back with Lorne Rubenstein, airing tomorrow at 7:00 pm ET.

Renowned coaches **Hank Haney** and **David Leadbetter** will host special extended versions of their shows. Leadbetter's Locker Room will air live from 9:00 am to 11:00 am ET on Friday. Hank Haney Golf Radio will air live from 10:00 am to 12:00 pm ET on Saturday and Sunday.

Matt Adams and former PGA TOUR pro **John Maginnes** will host a special Masters Preview show airing tomorrow and Wednesday from 1:00 pm to 3:00 pm ET, and Thursday through Sunday from 12:00 pm to 2:00 pm ET leading into each day's Tournament broadcast.

After the conclusion of each day's play, former PGA TOUR pro **Mark Carnevale** and **Brian Katrek** will host Masters Tonight, giving listeners a full recap of the day's action.

Among the all-time great players that are scheduled to be interviewed on SiriusXM PGA TOUR Radio throughout Masters Week include past champions Gary Player, Tom Watson, Bernhard Langer and Sandy Lyle.

Listeners will also get Masters focused talk on SiriusXM PGA TOUR Radio's other featured shows, including those hosted by Jim McLean and Jeff Warne, Rich Beem, Dennis and Carl Paulson, Matt Adams, Brian Katrek, John Maginnes and Ben Shear, plus Golf Channel programming.

Play-by-play broadcasts of the Masters will be produced by WestwoodOne.

For more information on SiriusXM Canada, please visit www.siriusxm.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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