

## SiriusXM Canada and CFL renew multi-year broadcast agreement

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*All SiriusXM subscribers to get CFL games from across the league including playoffs and Grey Cup*

TORONTO, July 10, 2014 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, today announced it has renewed a multi-year agreement with the Canadian Football League (CFL) to offer SiriusXM subscribers across North America live broadcasts of the 2014 and 2015 CFL seasons, including French language broadcasts of all Montréal Alouettes and Ottawa Redblacks games.

Beginning today, every regular and post-season games, including the 102<sup>nd</sup> Grey Cup championship game in Vancouver, B.C., will be available live to Sirius and XM satellite and online subscribers on Canada Talks (channel 167). Live French-language broadcasts of Montréal Alouettes and Ottawa Redblacks games can be heard on Influence Franco (XM 174) and Attitude Franco (Sirius 164).

"It is important to us to be able to offer our subscribers access to play-by-play of the CFL wherever they are," said John Lewis, Senior Vice President, Programming, SiriusXM Canada. "The league is more exciting than ever with the addition of a new team, new stadiums and even more action from across the clubs and we're proud to be a part of that."

"We are thrilled to continue partnering with SiriusXM, now for a ninth year," said Michael Copeland, President and Chief Operating Officer for the CFL. "Their subscriber base gives us the opportunity to serve our fans across North America and attract even more people to our game and our league."

Those satellite radio subscribers who add SiriusXM Internet Radio access to their subscription can also listen on the SiriusXM Internet Radio App and online.

CFL play-by-play joins SiriusXM's comprehensive coverage of every major sport, including NFL, NHL, MLB, NBA, PGA, Barclays Premier League, UEFA Champions League and more.

SiriusXM Canada's complete CFL regular season schedule listing is available online at <http://www.siriusxm.ca/sports-schedules/cfl>.

### About SiriusXM Canada

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with approximately 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](http://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](http://www.siriusxm.ca).

Join SiriusXM Canada on Facebook at [facebook.com/siriusxmcanada](http://facebook.com/siriusxmcanada), on Twitter at [twitter.com/siriusxmcanada](http://twitter.com/siriusxmcanada) and on Youtube at [youtube.com/siriusxmcanada](http://youtube.com/siriusxmcanada).

### **About the Canadian Football League**

This is today's CFL: star athletes playing a great game in modern venues. It's the home of the 102nd Grey Cup this November in Vancouver. It is where the Ottawa REDBLACKS will debut in 2014, playing in the modern TD Place, just as the Hamilton Tiger-Cats move into beautiful, new Tim Hortons Field. This is our league: proudly Canadian and steeped in tradition, but built for the future.

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