

SiriusXM Canada and Ford of Canada Extend Factory Installation Agreement

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SiriusXM now standard equipment in most Ford vehicles

TORONTO, July 14, 2014 /CNW/ - SiriusXM Canada (TSX:XSR) and Ford Motor Company of Canada, Limited, today announced the extension of their relationship and will continue to provide standard factory installation of SiriusXM in most new Ford vehicles. As part of the extension, the majority of new Ford vehicles and all Lincoln vehicles will come equipped with SiriusXM and will include a six-month prepaid service subscription featuring 120 channels of commercial-free music, plus major league sports, news, talk and entertainment.

"SiriusXM is a great fit for Ford of Canada and this extension will see SiriusXM radios included as factory standard equipment across a majority of Ford models in Canada," said Mark Redmond, President and CEO, SiriusXM Canada Inc. "We're proud to continue working with Ford and excited to offer even more new Ford customers the very best in audio entertainment."

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 Canada 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 Canada 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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