

SiriusXM Canada to rock Pemberton Music Festival with Canadian music stage

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TORONTO, July 17, 2014 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, today announced it will be the presenting sponsor of the talent-filled Blackcomb Stage featuring Canadian artists at the 2014 Pemberton Music Festival in Pemberton, B.C. from July 16 - 20.

The Pemberton Music Festival features some of the hottest musical talent in the world today including Nine Inch Nails, Deadmau5, Outkast, Soundgarden, Kendrick Lamar, Frank Ocean, plus Metric and much more. Rocking the SiriusXM Blackcomb Stage for festival-goers will be Canadian indie sensations Stars, Rich Aucoin, Yukon Blonde, New Pornographers, Hey Rosetta!, Hayden and Sloan.

SiriusXM subscribers can enjoy special live Pemberton Music Festival programming throughout the weekend starting Friday, July 17th from scenic Pemberton B.C. Special behind-the-scenes interviews from the SiriusXM Artist Suite with today's biggest musicians will be available on satellite and online through SiriusXM's Canadian indie rock channels *Iceberg* (SIRIUS 161) and *The Verge* (XM 173).

"Working with the Pemberton Music Festival to bring B.C. and our subscribers this amazing lineup has been a blast and we look forward to seeing the best bands and best fans all weekend long," said Jeff Leake, Director, Music Programming, SiriusXM Canada. "Canada has some of the best music in the world and the SiriusXM Blackcomb Stage is really going to showcase what our country has to offer."

"HUKA Entertainment is well known for putting on exceptional festivals in North America and our partnership with the number-one audio entertainment company in the country has helped us continue the tradition of providing an eclectic mix of the biggest bands in the world to British Columbia fans," said A.J. Niland, CEO, HUKA Entertainment. "We're so excited to bring huge international acts as well as local favourites to this amazing community."

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

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

For more information about the Pemberton Music Festival visit www.pembertonmusicfestival.com.

For more information about SiriusXM Canada visit www.siriusxm.ca.

About SiriusXM Canada

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with approximately 2.5 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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