

## SiriusXM Canada and Postmedia announce new daily show

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### ***National Post Radio to air weekday mornings on SiriusXM's Canada Talks***

TORONTO, May 8, 2015 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, along with Postmedia, announced the launch of *National Post Radio*, a show that will tackle the issues of the day with some of the smartest opinion-makers in the country. The new show will air every weekday morning from 6 am – 9 am EST on SiriusXM's *Canada Talks* (channel 167) starting Monday, May 11.

Hosted by long-time National Post columnist and editor Matt Gurney, the show will offer subscribers smart and authoritative debates, commentary and roundtables of hot topic discussion between Gurney and several of National Post's most notable voices such as: Andrew Coyne, Christie Blatchford, Terry Corcoran, John Ivison, Theresa Tedesco, Diane Francis, Scott Stinson and Cam Cole.

"Teaming up with such an established and respected brand as The National Post is very exciting for us," said John Lewis, SVP, Programming and Operations, SiriusXM Canada. "Their readership of over 1.9 million across Canada\* paired with our subscriber base of nearly 2.6 million across the country makes for a favorable collaboration to which loyal audiences across both platforms will greatly benefit."

"Leveraging the strengths of our two media organizations allows National Post to extend the reach of some of Canada's favourite and most distinct voices to an international audio platform while providing SiriusXM with first-rate talent and content," said Anne Marie Owens, Editor, National Post. "Reinforcing the promise to our audiences, to provide their favourite National Post content whenever and wherever they are now extends to a new platform, radio. It is an exciting way to offer even more news enthusiasts access to our "right to the point" commentary." As part of the agreement, Postmedia will have the opportunity to sell advertising sponsorships for the National Post radio program.

The new show will launch on Monday, May 11 on *Canada Talks* (channel 167) and will air each weekday from 6 am – 9 am EST. Those satellite radio subscribers who add [SiriusXM Internet Radio](#) access to their subscription can also listen on the SiriusXM Internet Radio App and online.

*National Post Radio* joins a full catalogue of Canadian entertainment and news programming, including *The Arlene Bynon Show*, *Business News Network*, *Ward & AI*, *The Shaun Proulx Show*, *What She Said*, *ThatEricAlper's Show*, *Dishing With DeMontis*, *The Sharp Magazine Show* and much more.

\* Source: NADbank 2015; Base 48 Markets. National Post Weekly print/digital Adults 18+

For more information, please visit [www.siriusxm.ca](http://www.siriusxm.ca).

### **About SiriusXM Canada**

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with nearly 2.6 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, 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 2,500 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at [www.siriusxm.ca](http://www.siriusxm.ca).

SiriusXM Canada has been designated one of Canada's 50 Best Managed Companies six years in a row and 2013 and 2014 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

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**About National Post**

National Post is a division of Postmedia Network Inc., the largest publisher by circulation of English language daily newspapers in Canada, representing some of the country's oldest and best known media brands. Reaching millions of Canadians every week, Postmedia Network engages readers and offers advertisers and marketers integrated solutions to effectively reach target audiences through a variety of print, online, digital, and mobile platforms.

SOURCE SiriusXM Canada

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