

## SiriusXM Canada to broadcast every game of 2015 CFL season

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- All CFL games from across the league, including playoffs and Grey Cup, available to SiriusXM subscribers on *Canada Talks* (channel 167)
- All Montréal Alouettes and Ottawa REDBLACKS games to be broadcast in both French and English

TORONTO, June 24, 2015 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, today announced full, comprehensive coverage of every game of the Canadian Football League (CFL) 2015 season on SiriusXM's *Canada Talks* (channel 167)\*.

Starting Thursday, June 25, every regular and post-season CFL game, including the 103<sup>rd</sup> Grey Cup presented by Shaw in Winnipeg, MB, will air live for subscribers. Listeners will also get French-language broadcasts of all Montréal Alouettes and Ottawa REDBLACKS games on *Influence Franco* (XM 174) and *Attitude Franco* (Sirius 164).

"The CFL continues to evolve and become more exciting each year, and we are always happy to help subscribers be a part of that excitement," said John Lewis, SVP Programming, SiriusXM Canada. "No matter where they are, they won't miss a game."

"One of our priorities is reaching out to new audiences, and today's SiriusXM announcement will help us achieve that goal as more Canadians will be able to enjoy our game," said Michael Copeland, CFL president and chief operating officer.

In addition to play-by-play of every game, 10-year CFL veteran and three-time Grey Cup winner Neil Lumsden will be featured every Monday and Friday morning on SiriusXM's *National Post Radio* on *Canada Talks*. Lumsden will join *National Post Radio* host Matt Gurney as he breaks down each week's games and previews all the upcoming action.

Those satellite radio subscribers who add [SiriusXM Internet Radio](#) access to their subscription can also listen to all matches and coverage on the SiriusXM Internet Radio App and online.

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

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

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

\* Due to SiriusXM's coverage of the 2015 FIFA Women's World Cup™ on *Canada Talks*, CFL games will be heard on *Canada Laughs* (channel 168) on June 26, June 27, July 4 and July 5. Please consult the above schedule for all games and channel numbers.

### 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 the Canadian Football League**

Today's CFL is more than just our great game of football. It's fans sharing their excitement for what they see on the field, and what they experience off it. Stay up to date on all the non-stop action at [CFL.ca](http://CFL.ca) and join all of Canada as we celebrate the 103<sup>rd</sup> Grey Cup presented by Shaw this November in Winnipeg.

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