

SiriusXM and NHL Announce Multi-Year Extension of Broadcast Agreement

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All SiriusXM subscribers to receive live NHL games from pre-season to the Stanley Cup® Final through the 2021-22 NHL season

NHL games and SiriusXM NHL Network Radio™ channel will now be available on all radios in SiriusXM's most widely distributed subscription package

TORONTO and NEW YORK, Aug. 11, 2015 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), [SiriusXM](#) (NASDAQ: SIRI) and the National Hockey League (NHL) today announced they have extended a multi-year agreement to offer SiriusXM subscribers across North America live game broadcasts through the 2021-22 NHL season, and together will provide even more hockey coverage accessible to more subscribers than ever before.

SiriusXM will continue to broadcast live NHL® games across North America from the pre-season through the Stanley Cup® Final. In addition to play-by-play broadcasts, SiriusXM NHL Network Radio™ will continue to offer in-depth coverage including news and events from around the League; player, coach and executive features; as well as game analysis and interviews from the most recognized hockey broadcasters in North America.

This season, NHL games and the SiriusXM NHL Network Radio™ channel will be available to more subscribers than ever before and will be accessible on all radios with SiriusXM's most widely distributed subscription package. Those subscribers with a SiriusXM All Access plan will continue to have access to all NHL programming on the SiriusXM app and online at [SiriusXM.com](#) and [SiriusXM.ca](#).

"Our long-standing partnership with SiriusXM has always been focused on making the game accessible to fans," said **John Collins**, NHL Chief Operating Officer. "Our expanded partnership will ensure we can continue to deliver fans across North America more programming and more games – from pre-season puck drop to the final buzzer – for years to come."

"We look forward to working with the NHL to bring our listeners across North America the ultimate hockey experience through our coverage," said **Mark Redmond**, President and CEO, Sirius XM Canada. "We are excited that the NHL will now be co-producing SiriusXM NHL Radio with us, which will result in even better programming than what our listeners have grown to love. The exclusive NHL content, along with easy access to full-time NHL coverage and live game play-by-play, is an offering that hockey fans can't get anywhere else."

"NHL fans have extraordinary passion for the game and their teams. We are very pleased to renew and expand on our relationship with the League to continue providing those fans with a level of coverage that matches their passion," said **Scott Greenstein**, SiriusXM's President and Chief Content Officer. "Nobody provides more live NHL audio content – including games and in-depth talk – than SiriusXM, and now more of our subscribers will have access to that programming than ever before."

The extension of the broadcast agreement with the NHL is part of SiriusXM's comprehensive coverage of major sport leagues, including the NFL, NASCAR, MLB, NBA, PGA TOUR and much more.

Full details of NHL® programming on SiriusXM and the 2015-16 broadcast schedule will be available at [www.siriusxm.com](#) and [www.siriusxm.ca](#) before the beginning of the NHL® season this fall.

About SiriusXM Canada

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with more than 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 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.

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 SiriusXM

[Sirius XM Holdings Inc.](#) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 28.4 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S. and on smartphones and other connected devices as well as online at siriusxm.com. SiriusXM radios and accessories are available from retailers nationwide and at shop.siriusxm.com. SiriusXM also provides premium traffic, weather, data and information services for subscribers in cars, trucks, RVs, boats and aircraft through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™, SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, and XMWX Marine™. SiriusXM holds a minority interest in [SiriusXM Canada](#) which has more than 2 million subscribers. SiriusXM is also a leading provider of connected vehicles services to major automakers, giving customers access to a suite of safety, security, and convenience services including automatic crash notification, stolen vehicle recovery assistance, enhanced roadside assistance and turn-by-turn navigation.

On social media, join the SiriusXM community on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#). To view and download SiriusXM logos and artwork, please visit SiriusXM.com/LogosAndPhotos.

This communication contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about future financial and operating results, our plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "will likely result," "are expected to," "will continue," "is anticipated," "estimated," "believe," "intend," "plan," "projection," "outlook" or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of our management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. Actual results may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our competitive position versus other radio and audio service providers; our ability to attract and retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; changes in consumer protection laws and their enforcement; the security of the personal information about our customers; other existing or future government laws and regulations could harm our business; failure of our satellites would significantly damage our business; the interruption or failure of our information technology and communications systems; royalties we pay for music rights, which increase over time; the unfavorable outcome of pending or future litigation; our failure to realize benefits of acquisitions or other strategic initiatives; rapid technological and industry changes; failure of third parties to perform; failure to comply with FCC requirements; modifications to our business plans; our indebtedness; and our principal stockholder has significant influence over our management and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common

stock. Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our Annual Report on Form 10-K for the year ended December 31, 2014, which is filed with the Securities and Exchange Commission (the "SEC") and available at the SEC's Internet site (<http://www.sec.gov>). The information set forth herein speaks only as of the date hereof, and we disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication.

About the NHL

The National Hockey League (NHL®), founded in 1917, consists of 30 Member Clubs, each reflecting the League's international makeup with players from more than 20 countries represented on team rosters, vying for the most cherished and historic trophy in professional sports – the Stanley Cup®. Every year the NHL entertains more than 250 million fans in-arena and through its partners on national television and radio; more than 10 million fans on its social platforms; and more than 300 million fans online at NHL.com. In the U.S., the NHL is in the fifth season of its 10-year agreement with NBC and NBCSN, the 11th consecutive season both networks have served as national television partners. In Canada, the NHL is in the second season of a landmark 12-year broadcast and multimedia agreement with Rogers Communications, which includes national rights to NHL games on all platforms in all languages. The NHL is committed to giving back to the community with programs including: *Hockey is for Everyone*™, which supports nonprofit youth hockey organizations across North America; *Hockey Fights Cancer*™, raising money and awareness for hockey's most important fight; NHL Green™, which is committed to pursuing sustainable business practices; and a partnership with the You Can Play Project, which is committed to supporting the LGBT community and fighting homophobia in sports.

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