

SiriusXM Canada subscribers to get every game of 2016 CFL season

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- All CFL games from across the league to be broadcast, including playoffs and Grey Cup
- All Montréal Alouettes and Ottawa REDBLACKS games available in both French and English

TORONTO, June 23, 2016 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, today announced it will offer subscribers nationwide comprehensive coverage of the 2016 Canadian Football League (CFL) season right through to the 104th Grey Cup in Toronto, ON.

Starting with the Toronto Argonauts' historic first game at BMO Field on Thursday, June 23, all regular and postseason games can be heard on SiriusXM. Listeners will also get French-language broadcasts of all Montréal Alouettes and Ottawa REDBLACKS games.

"There have been big changes across the CFL and 2016 is shaping up to be a very exciting year with new rules, new stadiums and more," said John Lewis, SVP Programming, SiriusXM Canada. "From coast-to-coast we have subscribers who are loyal CFL fans and we want to make sure they have access to all the games wherever they are."

"We're excited to once again share our game with Canadian listeners," said Christina Litz, Senior Vice-President of Content and Marketing, CFL. "We're proud that our partnership with SiriusXM Canada is bringing the excitement to fans across the country."

In addition to play-by-play of every game, SiriusXM's *Canada Talks* (ch. 167) will provide listeners with daily CFL updates, covering all the happenings from around the league, plus current affairs and talk related to all aspects of Canadian life.

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

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

SiriusXM Canada's complete CFL regular season schedule listing is available online at [siriusxm.ca/sports/cfl](#).

For more information on SiriusXM Canada, please visit [siriusxm.ca](#).

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with approximately 2.7 million subscribers, is the country's leading audio entertainment company and broadcasts more than 130 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, MLB, 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 [siriusxm.ca](#).

SiriusXM Canada has been designated one of Canada's 50 Best Managed Companies seven years in a row and is currently a Platinum Club Member, in addition to 2013, 2014 and 2015 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

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