

## CFL and SiriusXM Canada extend broadcasting agreement for every CFL game

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*SiriusXM subscribers to get all CFL games from across the league including playoffs and Grey Cup*

TORONTO, July 6, 2017 /CNW/ - [SiriusXM Canada](#), the country's leading audio entertainment company, today announced it has renewed a multi-year agreement with the Canadian Football League (CFL) and will offer subscribers across North America every game of the 2017 and 2018 regular CFL seasons. Broadcasts of all Montréal Alouettes and Ottawa REDBLACKS games will also be offered in French.

Every regular and post-season game, including the 105<sup>th</sup> Grey Cup presented by Shaw in Ottawa, will be available live to SiriusXM satellite and online subscribers on Canada Talks (channel 167). French-language broadcasts of Montréal Alouettes and Ottawa REDBLACKS games can be heard on Influence Franco (XM 174).

In addition, SiriusXM will once again showcase Canadian talent at the 105<sup>th</sup> Grey Cup presented by Shaw with the SiriusXM Kickoff Show. An integral part of the Grey Cup, the Kickoff Show brings world-renowned artists to the stage at Canada's biggest party, from Dean Brody to Alessia Cara.

"The CFL is an important property in our roster of major league sports coverage available to subscribers," said John Lewis, Senior Vice President, Programming, SiriusXM Canada. "Whether in the car, at home, or on-the-go, full coverage of all Canadian football action is available."

"We're excited that SiriusXM will continue to provide up-close access to all the action during this exciting season," said Tyler Mazereeuw, Vice President, Corporate Partnerships & Consumer Products, CFL. "Our game stretches from coast to coast as does SiriusXM's coverage, bringing the CFL right to fans. We know that their programming, including live games, *Inside the CFL* and the SiriusXM Kickoff show, will be premiere entertainment."

Along with all the games, subscribers will have access to *Inside the CFL* with hosts Mick Kern and Brett Innis every Monday at 12 pm ET on *Canada Talks* (ch. 167). The new weekly show will recap all the action around the League and look ahead to upcoming games, plus interviews with CFL insiders and more.

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

CFL play-by-play joins SiriusXM's comprehensive coverage of 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](#).

### About SiriusXM Canada

[Sirius XM Canada Holdings Inc.](#) operates as SiriusXM Canada. SiriusXM Canada, with approximately 2.8 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](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, visit our website at [www.siriusxm.ca](http://www.siriusxm.ca).

SiriusXM Canada has been designated one of Canada's 50 Best Managed Companies eight 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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### **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 105th Grey Cup, presented by Shaw, this November in Ottawa.

SOURCE SiriusXM Canada

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