SiriusXM Canada launches new music channels showcasing music from the 1990s and 2000s

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TORONTO, Aug. 17, 2017 /CNW/ - SiriusXM Canada, the country's leading audio entertainment company, today announced that it will expand its extensive and industry leading lineup of commercial-free music channels with the launch of two channels: **Turbo** and **PopRocks**. These full-time music channels will launch on August 17 on SiriusXM.

Turbo and PopRocks will be curated by SiriusXM's critically acclaimed music programming team. Turbo (ch. 41) showcases hard rock from the 1990s and early 2000s from artists such as Linkin Park, Korn, Papa Roach, Godsmack, System Of A Down, Metallica, Nine Inch Nails, Limp Bizkit and Disturbed.

PopRocks (Sirius satellite & SiriusXM streaming ch. 17) will present pop rock from the '90s and 2000s, including The Killers, Coldplay, Sheryl Crow, Goo Goo Dolls, Train, No Doubt and Matchbox 20.

These new channels are the latest examples of SiriusXM developing and introducing unique audio formats not heard on traditional radio. Formats originated and unique to SiriusXM include The Coffee House (singer-songwriter and acoustic versions); Lithium (grunge rock and '90s alternative); Chill (downtempo electronic and deep house); Pop2k (pop hits from the 2000s); Y2Kountry (country hits from the 2000s); and FLY (hip-hop and R&B from 'the 90s and 2000s).

For more information on SiriusXM Canada, please visit www.siriusxm.ca.

## **About SiriusXM Canada**

Sirius XM Canada Holdings Inc. operates as Sirius XM Canada. Sirius XM Canada, 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. Sirius XM 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 <a href="https://www.siriusxm.ca">www.siriusxm.ca</a> 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 <a href="https://www.siriusxm.ca">www.siriusxm.ca</a>.

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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