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# SiriusXM and Bleacher Report to Debut New Channel September 2

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Wednesday, August 27, 2014

SiriusXM and Bleacher Report today announced the upcoming launch of *SiriusXM Bleacher Report Radio*, a new satellite radio channel debuting September 2 that will deliver engaging content from one of the leading digital sports destinations to a nationwide audience of listeners.

Airing on Sirius channel 93 and XM channel 208, the exclusive new channel will showcase a variety of Bleacher Report voices and give sports fans from coast to coast a live, interactive forum to discuss their teams, topics and events with experts from every major sport. *SiriusXM Bleacher Report Radio* will also be available to subscribers via the SiriusXM Internet Radio App.

Bleacher Report, a division of Turner Broadcasting, is the leading digital destination for team-specific sports content and real-time event coverage and is one of the fastest-growing digital properties in the U.S. SiriusXM began airing a daily Bleacher Report-branded show in 2013. The programming now expands to a full channel that will reach more than 26 million SiriusXM subscribers nationwide.

The *SiriusXM Bleacher Report Radio* channel will feature a daily lineup of shows hosted by some of Bleacher Report's most prominent voices, including Will Carroll, King Kaufman, Dan Levy and Josh Zerkle, as well as daily contributions from B/R's deep roster of writers and contributors. Featured hosts will also include former NFL linebacker Kirk Morrison, broadcaster Nicole Zaloumis and others.

"Bleacher Report has had extraordinary success engaging fans with their unique way of covering sports. The launch of the *SiriusXM Bleacher Report Radio* channel opens up a whole new level of communication for SiriusXM subscribers who are fans of the popular site," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "This new forum gives Bleacher Report an expanded platform to showcase many of the best sportswriters in the business, and gives SiriusXM listeners the ability to call in and talk directly with the experts about their favorite team."

"Our partnership with SiriusXM is a great opportunity to extend our brand and provide a unique new voice to the sports radio landscape," said Dave Finocchio, Founder and General Manager of Bleacher Report. "*SiriusXM Bleacher Report Radio* will provide fans with an opportunity to engage with our deep roster of analysts, reporters and columnists surrounding all of the top news stories each day."

Weekday broadcasts will cover the national sports landscape from Bleacher Report's unique, fan-focused perspective, kicking off at 7:00 am ET with *The Morning B/Reakaway*, hosted by Dan Levy and Josh Zerkle. They will be followed by Nicole Zaloumis hosting *B/R Spotlight* from 10:00 am to 1:00 pm ET. Will Carroll and Jason Goff will host *B/R Afternoon Drive* from 3:00 to 6:00 pm ET daily. At 6:00 pm ET each day King Kaufman, manager of Bleacher Report's writer program, will host *Content Is King*, an hour-long look at sports and sports media with top Bleacher Report talent.

Kirk Morrison, who played linebacker for the Oakland Raiders, Jacksonville Jaguars and Buffalo Bills from 2005 through 2012, will host a weekly pro football preview show that will debut prior to the season opening games. The channel will also broadcast live news updates on the hour, weekend talk programming, including a fantasy football show, and live games on nights and weekends from the NFL, MLB, NBA, NHL and more.

For more information on programming, special guests and updates, follow *SiriusXM Bleacher Report*

Radio on Twitter at [@BR\\_Radio](#).

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### **About SiriusXM**

[Sirius XM Holdings Inc.](#) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has more than 26.3 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 from retailers nationwide as well as at [shop.siriusxm.com](#). SiriusXM programming is available through the [SiriusXM Internet Radio](#) App for smartphones and other connected devices as well as online at [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.

On social media, join the SiriusXM community on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

### **About Bleacher Report**

Bleacher Report, a division of Turner Sports, is the leading digital destination for team-specific sports content and real-time event coverage, and is one of the fastest-growing digital properties in the U.S. Bleacher Report's editorial and video teams, led by a growing roster of lead writers and premier contributors, create hundreds of pieces of content per day to provide fans with the most comprehensive experience for their favorite teams and topics across all major sports. Bleacher Report also provides an unmatched fan experience on mobile devices through Team Stream™, the top-rated, industry-leading tablet and smartphone app, and via the Bleacher Report daily sport- and team-specific email newsletters.

*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 entertainment providers; our ability to attract and retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; failure of our satellites, which, in most cases, are not insured; the interruption or failure of our information and communications systems; the security of the personal information about our customers; 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; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; failure to comply with FCC requirements and other government regulations; and our indebtedness. 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, 2013, 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.*