

SiriusXM Canada invites Canadians to choose who gets to Rock the Grey Cup

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- Fans are invited to vote for their favourite band to help decide who rocks the 100th Grey Cup Festival in Toronto
- One lucky voter will win a trip for two to watch the sold-out Grey Cup in Toronto

TORONTO, Sept. 11, 2012 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, today announced the launch of *Rock the Grey Cup*, a fan voting competition that will give one up-and-coming Canadian band from a CFL city the chance to perform live at the 100th Grey Cup Festival in Toronto happening November 17-25.

Last month, bands from each CFL city performed an original set during a regular season game. Fans will now be able to view video of each of the performances and vote for their favourite at www.rockthegreycup.ca. The winning band will be immortalized and achieve true rock star status by having an opportunity to play live during the 100th Grey Cup Festival. Fans can win too and every vote entered will offer a chance to win a 100th Grey Cup Festival VIP package which includes accommodation and airfare for two as well as two tickets to the sold-out Grey Cup and \$500 spending money.

"*Rock the Grey Cup* is a fantastic opportunity to showcase great local Canadian talent, on-stage and on the grid-iron," said Paul Cunningham, VP, Sales and Marketing for SiriusXM Canada. "SiriusXM is one of Canada's sports, music and entertainment content leaders, and we are proud to be continuing our relationship with the CFL, its teams and fans across Canada and the U.S."

"This year's 100th Grey Cup Festival will be the biggest and most ambitious ever, and we're excited to have our fans help choose one of the bands that will rock the Festival," said Sara Moore, Vice President of Marketing for the CFL.

Voters can cast a ballot once a day for the following bands, each representing a CFL city at www.rockthegreycup.ca:

- Mary's Gunns - B.C. Lions
- SixXxer - Toronto Argonauts
- Harlan Pepper - Hamilton Tiger-Cats
- SONS OF YORK - Winnipeg Blue Bombers
- Pistols at 20 Paces - Edmonton Eskimos
- PEAR - Calgary Stampeders
- Rah Rah - Saskatchewan Roughriders
- Era 9 - Montreal Alouettes

SiriusXM Canada's complete CFL regular season schedule listing is available online at www.siriusxm.ca.

About SiriusXM Canada

Canadian Satellite Radio Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada 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 and entertainment brands as well as from professional sports leagues including the NHL, NFL, MLB and CFL.

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.sirius.ca and www.xmradio.ca and on Apple, BlackBerry and Android-powered mobile devices.

SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 3,000 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at www.siriusxm.ca.

About the Canadian Football League

The Canadian Football League is our league. The Grey Cup is our national championship and Canada's largest annual single sporting event. We are proudly preparing for the 100th Grey Cup in 2012. The celebration will span the country and culminate in a tremendous festival and game in Toronto this November. We invite all Canadians to be a part of it.