

## SiriusXM Canada Introduces Premier Programming for Subscribers

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*New Premier subscriptions offers Sirius subscribers the ability to access an array of premium XM content including NHL, NBA and PGA Tour while giving XM subscribers the ability to access premium Sirius content including Howard Stern, NFL play-by-play and more*

TORONTO, Sept. 28, 2012 /CNW/ - Sirius XM Canada (TSX: XSR), the country's leading audio entertainment company, today announced the introduction of its new "Best Of" subscription packages for SiriusXM listeners across the country. With the availability of Best Of programming from both the Sirius and XM platforms, SiriusXM will provide subscribers with more content, more control and a better listening experience. Beginning October 1, and for the first time ever, Sirius subscribers will be able to add premium XM content such as NHL, NBA, Opie & Anthony and the PGA while XM subscribers will be able to add premium Sirius content including Howard Stern, NASCAR, NFL games and more.

"With the launch of our Best Of programming, SiriusXM subscribers will now be able to access premium content from both Sirius and XM platforms," said Mark Redmond, President and CEO, SiriusXM Canada Inc. "Our combined subscriber base has been waiting for this exciting benefit since the SiriusXM Canada merger and we're excited to be able to offer the best of both services with Premier programming. This new offering will significantly enhance and extend our subscribers' entertainment experience."

Sirius and XM Premier subscriptions will be available at a monthly cost of \$19.99, which is only \$4.00 more than the cost of a monthly subscription to one of the services.

### **New SiriusXM Canada Subscription Packages:**

- **Sirius Premier.** Featuring commercial-free music, plus news, talk, sports, comedy and entertainment plus premium XM content including NHL® and NBA games, Opie & Anthony, PGA Tour Radio, IndyCar Series, Oprah Radio®, and more.
- **XM Premier.** Featuring commercial-free music, plus news, talk, sports, comedy and entertainment plus premium Sirius content including two channels of Howard Stern, NFL games, every NASCAR® race, Martha Stewart, Playboy Radio and more.

SiriusXM subscribers can add Premier channels to their subscriptions by going to [www.siriusxm.ca](http://www.siriusxm.ca) or calling 1-888-539-7474 (Sirius subscribers) or 1-877-438-9677 (XM subscribers).

More information about the new programming packages is available online at [www.siriusxm.ca](http://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.siriusxm.ca](http://www.siriusxm.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](http://www.siriusxm.ca).

**Forward-Looking Statements**

Certain statements included above may be forward-looking in nature. Such statements can be identified by the use of forward-looking terminology such as "expects," "may," "will," "should," "intend," "plan," or "anticipates" or the negative thereof or comparable terminology, or by discussions of strategy. Forward-looking statements include estimates, plans, expectations, opinions, forecasts, projections, targets, guidance or other statements that are not statements of fact, including with respect to future operating performance and merger benefits and costs synergies. Although SiriusXM Canada believes that the expectations reflected in such forward-looking statements are reasonable, it can give no assurance that such expectations will prove to have been correct. SiriusXM Canada's forward-looking statements are expressly qualified in their entirety by this cautionary statement. SiriusXM Canada makes no commitment to revise or update any forward-looking statements in order to reflect events or circumstances after the date any such statement is made, except as required by applicable law. Additional information identifying risks and uncertainties is contained in Canadian Satellite Radio Holdings Inc.'s filings with the Canadian securities regulators, available at [www.sedar.com](http://www.sedar.com).

**Investors**

Morlan Reddock, SiriusXM Canada  
416-513-7418  
[morlan.reddock@siriusxm.ca](mailto:morlan.reddock@siriusxm.ca)

Kristen Dickson, TMX Equicom  
416-815-0700 ext 273  
[kdickson@equicomgroup.com](mailto:kdickson@equicomgroup.com)

**Media**

Maricel Dicion, NATIONAL Public Relations  
416-848-1446 or 416-882-1192  
[mdicion@national.ca](mailto:mdicion@national.ca)