

SiriusXM Canada Launches New Program Targeted at Pre-Owned Vehicle Market

January 15, 2013 07:30 AM

New program provides participating Canadian dealerships the opportunity to offer customers a complimentary three-month SiriusXM subscription with purchase of any satellite radio equipped pre-owned vehicle

TORONTO, Jan. 15, 2013 /CNW/ - Canadian Satellite Radio Holdings Inc. ("SiriusXM Canada") (TSX: XSR) today announced that it will launch a pre-owned vehicle program in February, 2013. The new program offers participating dealerships the ability to include a complimentary three-month SiriusXM subscription with any purchase of a pre-owned vehicle equipped with a satellite radio.

"The launch of our new pre-owned vehicle program enables SiriusXM to aggressively target what has been a relatively untapped market for us to date," said Mark Redmond, President and CEO, SiriusXM Canada Inc. "Our service was first factory installed in vehicles in 2006. Since then, the number of satellite radio equipped vehicles has been increasing rapidly, making the pre-owned vehicle market an important growth avenue for us in the coming years. By offering a complimentary three-month subscription, we are adding value to pre-owned vehicles, giving even more Canadian drivers the opportunity to experience SiriusXM's unrivaled content and positioning the company for subscriber growth."

The new program enables SiriusXM Canada to better target Canada's large pre-owned vehicle market. The company estimates that by the end of fiscal 2013, there will be more than four million satellite radio equipped vehicles across Canada.

Automotive dealers interested in participating in SiriusXM's pre-owned vehicle program can obtain additional information at: www.siriusxmpreowned.ca.

For more information about SiriusXM Canada, please visit 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 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.

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.

Media contact:

Maricel Dicion
NATIONAL Public Relations
416-848-1446
mdicion@national.ca

Investor relations contact:

Morlan Reddock
Sirius XM Canada
416-513-7418
morlan.reddock@siriusxm.ca

Kristen Dickson
TMX Equicom
416-815-0700 ext 273
kdickson@tmxequicom.com