

"Bon Jovi Radio" Channel to Launch on SiriusXM Canada

March 07, 2013 10:00 AM

*"SiriusXM's Town Hall with Jon Bon Jovi,"
moderated by Savannah Guthrie, to premiere March 7*

TORONTO, March 7, 2013 – **SiriusXM Canada** (TSX: XSR), the country's leading audio entertainment company, today announced that it will launch "Bon Jovi Radio" on Friday, March 22 at 6:00 p.m. ET on channel 142.

"Bon Jovi Radio" will feature music spanning the band's entire career, from their very first song "Runaway," which secured Jon Bon Jovi a record deal, to the new album *What About Now*, the deluxe version of which includes the hit single "Because We Can," "Not Running Anymore," (which Jon originally wrote for the film *Stand Up Guys* and garnered a Golden Globe nomination for "Best Original Song"), the haunting ballad "Amen," title track "What About Now," and 11 additional new songs. *What About Now* is scheduled to be released on Tuesday, March 12.

Additionally, "SiriusXM's Town Hall with Jon Bon Jovi" and moderator Savannah Guthrie will premiere on Thursday, March 7 at 8:00 p.m. ET on The Pulse, channel 10. The "Town Hall" will be rebroadcast on The Blend and Hair Nation.

The "Town Hall" special will include Jon Bon Jovi answering questions from the studio audience about a variety of topics, including Bon Jovi's "Because We Can - The Tour," the band's new album, *What About Now*, Jon's philanthropic endeavors, his thoughts on the future of the Jersey Shore and more. *What About Now* features the lead single "Because We Can," which is rapidly climbing the Billboard radio charts.

The special is part of SiriusXM's "Town Hall" series, intimate gatherings with iconic musicians, entertainers and figures and a studio audience of SiriusXM listeners. Previous "SiriusXM Town Hall" specials have featured Bruce Springsteen, Willie Nelson, Tom Petty, Taylor Swift, Jason Aldean, Aerosmith, Coldplay, Ringo Starr, Roger Waters, Gregg Allman, Linkin Park, Crosby, Stills and Nash, Ziggy Marley and the surviving members of Nirvana.

For more information on Bon Jovi, please visit www.bonjovi.com.

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

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About SiriusXM Canada

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with over 2.2 million subscribers, 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 every major sport 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.

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