

Humble and Fred Join Satellite Radio with SiriusXM Canada

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TORONTO, May 6, 2013 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, is bringing two of Canada's favourite radio-rogues to subscribers. "Humble" Howard Glassman and Fred Patterson will bring their brand of straight-shooting, hilarious talk radio to SiriusXM Canada's comedy channel, *Canada Laughs*, formerly *Laugh Attack* (channel 168), starting May 9.

Humble and Fred have been part of the Canadian radio community for over thirty years, and were voted Best Morning Show in Canada four times by the Canadian Music Industry, solidifying their name as two of the loudest and funniest voices in Canadian radio. The duo and their unapologetic style will soon be landing at SiriusXM for their next adventure: satellite radio, where they will broadcast an exclusive, unedited first-runshow live from Humble and Fred's "5-hour ENERGY Studio" every weekday.

"Fred and I love being on the radio together, we couldn't think of a better gig out there," said "Humble" Howard Glassman. "We were very successful on terrestrial radio and Internet radio, and the chance to reach a satellite audience is going to be a whole new party for us, and we can't wait."

"We're thrilled to have the compelling duo as part of our refreshed *Canada Laughs* channel," said Joe Thistel, Director, Sports and Talk Programming at Sirius XM Canada. "It's the perfect home for their uncensored brand of comedy and just adds to our loaded roster of Canadian talent."

The Humble and Fred Show enhances SiriusXM Canada's new slate of Canadian talent on *Canada Laughs*, including the popular and recently announced *Hotzcast Radio*, hosted by comedy icon Kenny Hotz of *Kenny vs. Spenny* fame. The Humble and Fred show will broadcast weekdays starting May 9 at 7:00 - 9:00 am ET, with replays at 10:00 am - 12:00 pm ET.

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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