

SiriusXM Canada joins Best Managed Platinum Club

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Recognized as one of Canada's Best Managed Companies for seventh consecutive year

TORONTO, March 9, 2016 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, today announced that it has been named one of Canada's Best Managed Companies in 2015 for the seventh successive year. This qualifies SiriusXM Canada as a Platinum Club member, which is restricted to Canada's leading organizations that have retained Best Managed status for six consecutive years or more.

Canada's Best Managed Companies is one of the country's leading business awards programs recognizing Canadian-owned and managed companies that have implemented world-class business practices and created value in innovative ways. The program is sponsored by Deloitte, CIBC, *National Post*, Smith School of Business, and MacKay CEO Forums.

"We are honoured to be recognized as a member of the Platinum Club within Canada's Best Managed Companies program," said Mark Redmond, President and CEO, SiriusXM Canada. "Currently in our 11th year in Canada, being identified as a business success story for seven years in a row speaks to the dedicated and talented team of people that drives our business forward every day."

"Companies that earn Platinum Club status in the Canada's Best Managed program are true leaders in the Canadian marketplace," said Jon Hountalas, Executive Vice-President, Business and Corporate Banking, CIBC. "They exemplify strong vision and leadership, a sustained commitment to growth and innovation, and dedication to their values."

2015 winners of the Canada's Best Managed Companies award, along with Requalified, Gold Standard, Gold Requalified winners and Platinum Club members will be honoured at the annual Canada's Best Managed Companies gala in Toronto on April 12, 2016.

About SiriusXM Canada

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with more than 2.7 million subscribers, is the country's leading audio entertainment company and broadcasts more than 130 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, entertainment and major sports brands including the NHL, NFL, NBA, MLB, NASCAR, CNN, CBC, FOX, BBC, Howard Stern, Disney, Comedy Central and more.

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](#) and [Android](#)-powered mobile devices.

SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 2,500 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at www.siriusxm.ca.

SiriusXM Canada has been designated one of Canada's 50 Best Managed Companies seven years in a row and 2013, 2014 and 2015 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

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About Canada's Best Managed Companies

Canada's Best Managed Companies continues to be the mark of excellence for Canadian-owned and managed companies with revenues over \$10 million. Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on five levels: 1) Best Managed winner (one of the new winners selected each year); 2) Requalified winner (award recipients that have re-applied and successfully retained their Best Managed designation for two additional years, subject to annual operational and financial review); 3) Gold Standard winner (After three consecutive years of maintaining their Best Managed status, these winners have demonstrated their commitment to the program and successfully retained their award for their 4th consecutive year); 4) Gold Standard requalified winner (Award recipients that have applied and successfully retained their Gold Standard designation for two additional years, subject to annual operational and financial review); 5) Platinum Club member (Winners have maintained their Best Managed status for seven years or more). Program sponsors are Deloitte, CIBC, National Post, Smith School of Business and MacKay CEO Forums. For further information, visit www.bestmanagedcompanies.ca.

SOURCE SiriusXM Canada

Please contact: bestmanagedcompanies@deloitte.ca, www.bestmanagedcompanies.ca;
SiriusXM Canada contact: Kayla J. Schwartz, Manager, Publicity, Promotion and Sponsorship,
416-408-6033, kayla.schwartz@siriusxm.ca