

## SiriusXM Canada announces expanded coverage of 2016 NCAA® Division I Men's Basketball Championship; games now available on SiriusXM App and radios

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- *Subscribers nationwide get access to every minute of the games on their cell phones, computers and satellite radios*
- *SiriusXM College Sports Nation channel airs 24/7, delivering the most comprehensive in-depth tournament coverage on radio*
- *Listeners get expert insight and analysis from hosts Mike Krzyzewski, Bobby Cremins, Tom Brennan, Steve Lappas and Mateen Cleaves*

TORONTO, March 14, 2016 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, announced today that it will offer expanded coverage for this year's tournament and will now also stream games via the SiriusXM app to give subscribers access to games on their cell phones and other devices, in addition to their satellite radios.

SiriusXM listeners nationwide can hear games from the First Four® on March 15 and 16 through to the Final Four® and national championship game in Houston on April 2 and 4. SiriusXM added the streaming rights with its recently renewed broadcast agreement with Westwood One, radio rights holder for the NCAA® Division I Men's Basketball Championship.

Access to the SiriusXM app may require a subscription upgrade. Tournament match-ups and SiriusXM channel assignments will be available at [www.siriusxm.ca/sports/ncaab](http://www.siriusxm.ca/sports/ncaab) starting Monday, March 14.

On Selection Sunday™, March 13, SiriusXM will provide up-to-the-moment coverage as tournament teams and first round match-ups are announced. Chris "Mad Dog" Russo and Steve Torre will host live from 5:00 to 9:00 pm ET on Mad Dog Sports Radio (channel 82). Then from 9:00 pm to midnight ET, listeners can tune into continued live coverage hosted by former University of Vermont coach Tom Brennan and Mark Packer on SiriusXM College Sports Nation (channel 84). The shows will feature interviews with special guests, including team coaches and NCAA® Division I Men's Basketball Committee chair Joe Castiglione, and will give fans a place to call in and share their reactions and opinions as the field is revealed.

Throughout the tournament, SiriusXM College Sports Nation offers the most extensive and in-depth college basketball news and tournament talk available on radio. SiriusXM's 24/7 College Sports Nation channel showcases a lineup of expert analysts that includes former coaches Bobby Cremins, Tom Brennan and Steve Lappas, as well as National Championship-winning guard Mateen Cleaves.

Duke head coach Mike Krzyzewski, who led the Blue Devils to a fifth National Championship last season, will continue to host his weekly SiriusXM show throughout the tournament. *Basketball and Beyond with Coach K* airs Thursdays at 6:00 pm ET on SiriusXM College Sports Nation.

SiriusXM will also offer coverage of the NCAA Division I Women's Basketball Championship, providing listeners with live play-by-play of every regional final, the Women's Final Four® and the championship game.

All Men's and Women's NCAA Tournament broadcasts airing on SiriusXM are produced by Westwood One.

NCAA, First Four, Final Four, and Selection Sunday are trademarks of the National Collegiate Athletic Association.

## 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](http://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](http://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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