

October 19, 2009



## SIRIUS XM To Launch 'Halloween Radio'

**Dedicated 24/7 channel offers listeners of all ages the ultimate Halloween soundtrack with spooky, frightful, creepy sounds and effects, plus stories from SIRIUS XM hosts**

**Across other SIRIUS XM channels get tips for amazing costumes and parties, classic "Dracula" broadcasts, and more**

NEW YORK, Oct. 19 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) today announced it will launch SIRIUS XM Halloween Radio, a channel devoted to all things Halloween, offering listeners of all ages the ultimate 24/7 Halloween soundtrack.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080819/NYTU044LOGO>)

Halloween Radio--SIRIUS channel 126 and XM channel 120--will launch October 26 at 10:00 am ET and run until November 1 at 6:00 am ET.

Halloween Radio will broadcast catchy, creepy, fun, scary sounds beginning at 5:00 pm October 30, including creaking doors, wolves baying, footsteps, bubbling potions, a fog horn, breaking glass, the sounds of being chased through the woods, eerie screams, the echo of dripping water, a heartbeat and thunder. Halloween Radio is the perfect atmosphere for Halloween parties at work or at home and to set the mood for trick-or-treating.

Visit [www.sirius.com/halloween](http://www.sirius.com/halloween) to sample Halloween Radio by playing with the spooky sounds in our interactive soundboard. Plus, vote for your favorite scary noises, submit your own trick-or-treat tales to be read on-air and get details for Halloween Radio and all the special programming across SIRIUS XM.

From October 26 to October 29 Halloween Radio will air Halloween-themed segments including favorite holiday stories and memories from a variety of SIRIUS XM hosts such as Martha Stewart, Cousin Brucie, Jane Pratt, Jay Thomas, Judith Regan, and Chris "Mad Dog" Russo. The channel will also feature classic scary stories, Halloween music, man-on-the-street thoughts, listener comments, stories and personal Halloween memories, and a special appearance by Rosie O'Donnell, whose SIRIUS XM daily morning show premieres this fall.

In addition, SIRIUS XM will broadcast additional Halloween programming across multiple talk and entertainment channels, including:

- Martha Stewart Living Radio's tips for innovative costumes, festive decor, creative pumpkins and recipe ideas for any size celebration and budget. Martha Stewart Living Radio will also welcome experts on the myths and legends of vampires, witches, werewolves, zombies, as well as a team of ghost hunters. Martha Stewart Living Radio airs on SIRIUS 112 and XM 157.
- On Doctor Radio--SIRIUS 114 and XM 119--renowned nutritionists will

share healthy alternatives for trick-or-treaters, dermatologists will advise on what costume makeup is best for your skin and the easiest to remover, vascular surgeons will offer fascinating facts about blood, and emergency room doctors will share stories of true blood and gore and what really goes on in the ER on Halloween night, psychologists explore why we have fears of things like black cats and walking under ladders, and doctors will share tips on how to keep kids safe. Doctor Radio is a 24/7 channel featuring live, call-in shows hosted by leading doctors from NYU Langone Medical Center.

- SIRIUS XM's RadioClassics--SIRIUS 118 and XM 164--the 24/7 channel dedicated to playing classic thrillers, mysteries, comedies, dramas and variety radio programs from the 30s, 40s, and 50s--will feature a variety of vintage broadcasts. Programming includes Mercury Theater's 1938 edition of Bram Stoker's Dracula starring Orson Welles; Frankenstein as presented on Suspense from 1955; a variety of classic ghost stories as originally presented on The Hermit's Cave; and Halloween humor from Red Skelton, Jack Benny, Ozzie & Harriet and Fred Allen.
- Calling all Glamour Ghouls and Bone Daddies! The frightfully funny OutQ personality Frank DeCaro will host a Halloween Shocktail Party on Halloween on OutQ, SIRIUS 109 and XM 98. All are invited to be there or be scared as he spins his favorite haunted hits. Frank will hand out a sackful of tricks and treats for the ear at a spooktacular on-air shindig that's to die for - literally! OutQ is the nation's first and only radio channel created by and for the LGBT community.
- Book Radio--SIRIUS 117 and XM 163--will devote its channel to the "undead and well-read" with classic and newly unearthed tales of horror including the audio edition of Pride and Prejudice and Zombies, and an interview with its author Seth Grahame-Smith. Other Halloween-themed short stories and ghost stories that will be featured on air include perennial favorites like The Legend of Sleepy Hollow, Bram Stoker's Dracula, and works by Britain's acclaimed CSA Word.
- SIRIUS XM's comedy channels Raw Dog (SIRIUS 104 and XM 150) and Laugh USA (SIRIUS 105 and XM 151) will celebrate the holiday with special programming including a scarily funny variety show hosted by Count Jokeula, aka Jackie "The Joke Man" Martling; a block of comedy clips hosted by "Satan," zombies infesting the radio station and Oscar the Cat's trick-or-treat special.
- Freewheelin's Meredith Ochs and Chris T. will host for a very special Halloween show on Road Dog Trucking Radio, SIRIUS 147 and XM 171. "Truck or Treat" will feature many SIRIUS XM personalities including Bill Bennett, Jay Thomas, Derek & Romaine, Liquid Metal's Jose Mangin, and Scott Ferrall, ringing the "Road Dog Door Bell" to talk about their Halloween memories, favorite Halloween candy and the costumes they will be wearing this Halloween.

### *About SIRIUS XM Radio*

SIRIUS XM Radio is America's satellite radio company delivering to subscribers commercial-free music channels, premier sports, news, talk, entertainment, and traffic and weather.

SIRIUS XM Radio has content relationships with an array of personalities and artists, including Howard Stern, Martha Stewart, Oprah Winfrey, Jimmy Buffett, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge®, The Grateful Dead, Willie Nelson, Bob Dylan, Tom Petty, and Bob Edwards. SIRIUS XM Radio is the leader in sports

programming as the Official Satellite Radio Partner of the NFL, Major League Baseball®, NASCAR®, NBA, NHL®, and PGA TOUR®, and broadcasts major college sports.

SIRIUS XM Radio has arrangements with every major automaker. SIRIUS XM Radio products are available at [shop.sirius.com](http://shop.sirius.com) and [shop.xmradio.com](http://shop.xmradio.com), and at retail locations nationwide, including Best Buy, RadioShack, Wal-Mart and independent retailers.

SIRIUS XM Radio also offers SIRIUS Backseat TV, the first ever live in-vehicle rear seat entertainment featuring Nickelodeon, Disney Channel and Cartoon Network; XM NavTraffic® service for GPS navigation systems delivers real-time traffic information, including accidents and road construction, for more than 80 North American markets.

*This communication contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about the benefits of the business combination transaction involving SIRIUS and XM, including potential synergies and cost savings and the timing thereof, future financial and operating results, the combined company's plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "will likely result," "are expected to," "anticipate," "believe," "plan," "estimate," "intend," "will," "should," "may," or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of SIRIUS' and XM's management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond the control of SIRIUS and XM. Actual results may differ materially from the results anticipated in these forward-looking statements.*

*The following factors, among others, could cause actual results to differ materially from the anticipated results or other expectations expressed in the forward-looking statement: our substantial indebtedness; the businesses of SIRIUS and XM may not be combined successfully, or such combination may take longer, be more difficult, time-consuming or costly to accomplish than expected; the useful life of our satellites; our dependence upon automakers and other third parties; our competitive position versus other forms of audio and video entertainment; and general economic conditions. Additional factors that could cause SIRIUS' and XM's results to differ materially from those described in the forward-looking statements can be found in SIRIUS' Annual Report on Form 10-K for the year ended December 31, 2008 and XM's Annual Report on Form 10-K for the year ended December 31, 2008, which are filed with the Securities and Exchange Commission (the "SEC") and available at the SEC's Internet site (<http://www.sec.gov>). The information set forth herein speaks only as of the date hereof, and SIRIUS and XM disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication.*

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