

October 30, 2008



SIRIUS XM Radio To Launch Channel Dedicated To Led Zeppelin

"Led Zeppelin Radio" will be broadcast on SIRIUS channel 12 and XM channel 39 and will feature Led Zeppelin music 24/7, including interviews and rarities

NEW YORK, Oct. 30 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced the broadcast of a new 100% commercial-free music channel dedicated to rock icons Led Zeppelin on SIRIUS and XM. *Led Zeppelin Radio* will be broadcast on SIRIUS channel 12 and XM channel 39 and will launch on Saturday, November 1 starting at 6:00 pm ET through December 31.

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

(Logo: <http://www.newscom.com/cgi-bin/prnh/20081030/NY42778LOGO>)

"Led Zeppelin is one of the most important rock bands in history," said Scott Greenstein, President and Chief Content Officer, SIRIUS XM Radio. "We are thrilled to broadcast *Led Zeppelin Radio* for our subscribers and provide Led Zeppelin fans the only place to go for a comprehensive experience of their music and interviews with one of rock's most iconic bands."

Led Zeppelin Radio will be a non-stop broadcast of virtually every song from Led Zeppelin's music catalog. The channel will also provide Led Zeppelin fans with archived interviews with Jimmy Page, Robert Plant, John Paul Jones and John Bonham and unique content that celebrates Led Zeppelin's musical contribution to rock music. This channel will provide fans exclusive access to the sounds and insights that have made Led Zeppelin rock legends.

Led Zeppelin have produced some of the most acclaimed albums in recording history and are considered among the greatest musicians of all time, together as a band and through their individual solo projects. The band formed in 1968, from the then recently disbanded group The Yardbirds, when guitarist Jimmy Page brought in Robert Plant, John Bonham and John Paul Jones and began touring as The New Yardbirds before changing their name to Led Zeppelin. In 1969, their self-titled debut album was released and is regarded as one of the pivotal records in the creation of heavy rock. They have sold over 300 million albums worldwide and in 1995, the band was inducted into the Rock and Roll Hall of Fame.

On November 11, Atlantic/Swan Song/Rhino Entertainment will release the *Led Zeppelin Limited-Edition Boxed Set of Mini-LP Replica CDs*, which includes *Led Zeppelin* (1969), *Led Zeppelin II* (1969), *Led Zeppelin III* (1970), *Led Zeppelin IV* (1971), *Houses of the Holy* (1973), *Physical Graffiti* (1975), *Presence* (1976), *The Song Remains the Same* (1976), *In Through the Out Door* (1979), and *Coda* (1982). For more information on Led Zeppelin and to explore the band's history and music, please visit www.ledzeppelin.com.

Led Zeppelin Radio is the latest limited run artist-branded channel dedicated to iconic

musicians offered by SIRIUS XM Radio. In addition to the current broadcast of Bruce Springsteen's *E Street Radio* and *AC/DC Radio*, SIRIUS XM has previously offered limited run channels such as *Mandatory Metallica*, *Rolling Stones Radio*, *The Spectrum of John Mellencamp*, *The Who Channel*, *Radio R.E.M.*, *Coldplay Nation*, *ABBA Radio*, *Neil Diamond Radio*, *Jay-Z Nation*, Michael Jackson's *XM Thriller*, George Strait's *Strait Country*, *Garth Brooks Radio*, *Kenny Chesney's No Shoe Radio*, and *Duran Duran's Red Carpet Radio* among many others.

For more information on SIRIUS and XM, please visit www.sirius.com and www.xmradio.com.

About SIRIUS XM Radio

SIRIUS XM Radio is America's satellite radio company delivering The Best Radio on Radio(TM) to more than 18 million subscribers, including commercial free music, and premier sports, news, talk, entertainment, 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, Elvis, Jamie Foxx, Barbara Walters, Frank Sinatra, Opie & Anthony, The Grateful Dead, Willie Nelson, Bob Dylan, Dale Earnhardt Jr., 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 and shop.xmradio.com, and at retail locations nationwide, including Best Buy, Circuit City, RadioShack, Target, Sam's Club, and Wal-Mart.

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(R) 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 "anticipate," "believe," "plan," "estimate," "expect," "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: general business and economic conditions; the performance of financial markets and interest rates;

the ability to obtain governmental approvals of the transaction on a timely basis; the failure to realize synergies and cost-savings from the transaction or delay in realization thereof; 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; and operating costs and business disruption following the merger, including adverse effects on employee retention and on our business relationships with third parties, including manufacturers of radios, retailers, automakers and programming providers. 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' and XM's Annual Reports on Form 10-K for the year ended December 31, 2007 and their respective Quarterly Reports on Form 10-Q for the quarter ended June 30, 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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