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SIRIUS' Maxim Radio Launches 'Game On,' Exclusive Weekly Show Devoted to the Art of Meeting and Attracting Women

Live, call-in show on the art of approaching, getting, and keeping the girl

Tips and advice from the experts, dispensed with wit and intelligence

NEW YORK, Oct. 15 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) today announced that it will launch *Game On*, an exclusive weekly live call-in show devoted to teaching listeners across the country how to improve their "game," and master the social skills to attract and interact with the opposite sex.

(Logo: <http://www.newscom.com/cgi-bin/prnh/19991118/NYTH125>)

Game On, hosted by Joshua Pellicer and Jordan Harbinger, will officially launch October 17 and air Fridays from 2:00 - 3:00 pm ET exclusively on Maxim Radio SIRIUS channel 108.

Every week on the show Pellicer and Harbinger will dispense tips and advice with wit and intelligence, take calls from listeners around the country, and welcome guests.

Tips and advice they will share with listeners include: how to make small talk; how to unlock the mysteries and secrets of women; how to make a lasting first impression; how to be charismatic and confident; how to get over the fear of talking to the opposite sex; how to get her number and much more.

Pellicer and Harbinger are the co-founders of The Art of Charm, a New York City-based school where they lead a team of highly trained social dynamics instructors, dating coaches, and success gurus who teach guys everything they need to know to master social interactions. Now for the first time, the guys share their secrets and tricks of the trade with SIRIUS' national audience.

Jordan Harbinger stumbled upon the world of social dynamics during his studies as a law student and later quit his Wall Street job to form The Art of Charm. Joshua Pellicer began studying social dynamics to understand and repair a broken relationship. After his studies gave him more of an insight into healthy relationships he ended the relationship. He currently lives in New York City and travels the world teaching men and women to understand attraction, love, and sex.

To find out the biggest mistake guys make when trying to get a girl's telephone number watch the exclusive *Game On* video on www.sirius.com/maximradio.

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 100% 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 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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