

September 9, 2010



SIRIUS XM Radio Launches Channel Dedicated Entirely to College Sports

SIRIUS XM College Sports Nation features play-by-play of the nation's best college games and daily college sports talk 24/7

Former Texas Tech coach Mike Leach hosts exclusive daily talk show

Heisman Trophy winners Eddie George and Eric Crouch host Saturday Tailgate Show

Listeners to get 22 weekly college football coaches shows

NEW YORK, Sept. 9 /PRNewswire/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that it has launched a new channel dedicated entirely to college sports.

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SIRIUS XM College Sports Nation, airing on SIRIUS channel 122 and XM channel 143, showcases the best college games and a full daily lineup of college sports talk programming that offers news, highlights and season-long analysis of the nation's teams and conferences. Each week, listeners will hear live play-by-play of some of the season's most anticipated matchups, featuring the country's top-ranked teams, plus shows hosted by coaches, Heisman trophy-winners and other college sports experts.

SIRIUS XM offers games from the top-ranked teams in the nation. This weekend, the SIRIUS XM College Sports Nation channel will feature: #21 Auburn @ Mississippi St. (September 9, 7:30 pm ET), #23 West Virginia @ Marshall (September 10, 7:00 pm ET), #22 Georgia @ #24 S. Carolina (September 11, 12:00 pm ET), #12 Miami @ #2 Ohio St. (September 11, 3:40 pm ET) and #18 Penn St. @ #1 Alabama (September 11, 7:00 pm ET). For a full schedule of games on SIRIUS XM, please visit www.sirius.com/collegesports or www.xmradio.com/collegesports.

"College sports is a significant part of our SIRIUS XM sports programming, offering dozens of games each week to our subscribers," said Scott Greenstein, SIRIUS XM's President and Chief Content Officer. "SIRIUS XM College Sports Nation enhances our subscribers' ability to follow their favorite college teams. They'll have a dedicated channel featuring Mike Leach, Eddie George, Eric Crouch, Jack Arute, Bill King, Paul Finebaum, Chris Childers and a host of the top coaches in the nation. If you're a college sports fan, this channel will be the place for the most comprehensive college sports talk and the best college games."

Former Texas Tech head coach Mike Leach joins Jack Arute to host *SIRIUS XM's College*

Football Playbook Monday through Thursday (12:00-3:00 pm ET). Leach, the all-time winningest coach in Texas Tech's history, offers listeners a coach's perspective on the biggest stories from around the world of college football.

Two Heisman Trophy winners, former Ohio State RB Eddie George, and former Nebraska QB Eric Crouch, will host *The SIRIUS XM College Tailgate Show* every Saturday morning (9:00 am – noon ET) alongside Zig Fracassi. George still holds the Ohio State rushing records for yards in a season (1927) and yards in a game (314), and is in the top five in virtually every Buckeye rushing category. Crouch, one of the greatest dual threat quarterbacks in college football history, compiled more than 3000 passing yards and 4000 rushing yards in his college career, and still holds the NCAA record for most career rushing TDs by a quarterback (59). Together on SIRIUS XM they'll preview the day's games and take calls from college football fans around the country. George will also host *SIRIUS XM's College Football Playbook* every Friday afternoon (12:00-3:00pm ET).

"I'm thrilled to be joining the SIRIUS XM team and talking about college football with our listeners each week," said George. "We'll cover everything from the week's best matchups, to Heisman contenders, to the race for the National Championship. There's not a better way for fans to stay on top of the college game throughout the season."

SIRIUS and XM listeners can also hear 22 weekly college coaches shows from football programs around the country, including Alabama's *Hey Coach with Nick Saban*, Ohio State's *The Jim Tressel Show*, *Longhorn SportsLine with Mack Brown*, Boise State's *The Chris Petersen Show* and many others.

College basketball-specific programming will launch on the channel later this year.

Rivals Radio, hosted by college sports insiders Bill King and Chris Childers, covers the college game in-depth every weekday morning (7:00 am – noon ET).

The Paul Finebaum Show, which was named one of the nation's top 12 sports shows by *Sports Illustrated*, airs every weekday afternoon (3:00-7:00 pm ET). Finebaum, one of the most prominent voices in college sports, was named by *The Orlando Sentinel* as the most powerful media member in the SEC.

Saturday nights throughout the college football season (7:00 pm – midnight ET), fans can tune in to the *SIRIUS XM College Football Scoreboard Show* for a roundup of everything happening around the college football landscape, with live listen-ins to games in progress and scores and highlights from around the country.

SIRIUS XM Sports Nation Programming Lineup: (All times ET)

Weekdays:

7:00 am – noon: *Rivals Radio* with Bill King and Chris Childers

Noon – 3:00 pm: *SIRIUS XM's College Football Playbook* w/ Mike Leach and Jack Arute

3:00 – 7:00 pm: *The Paul Finebaum Show*

7:00 - midnight: Featured weekly college coaches shows including:

Mon: Virginia Tech's Tech Talk with Frank Beamer (7:00 pm)

Georgia's Bulldog Hotline Mark Richt (8:00 pm)

Texas A&M's Aggie Hour Radio Show with Mike Sherman (10:00 pm)

Inside Stanford Sports with Jim Harbaugh (11:00 pm)

Tue: Missouri's Tiger Talk with Gary Pinkel (7:00 pm)

Oklahoma's Sooner Sports Talk with Bob Stoops (8:00 pm)

Oregon's Tailgate Tuesdays with Chip Kelly (10:00 pm)

Boise State's Chris Petersen Show (11:00 pm)

Wed: Florida State's Jimbo Fisher Show (7:00 pm)

Longhorn Sportsline with Mack Brown (8:00 pm)

Iowa's Hawk Talk with Kirk Ferentz (9:00 pm)

LSU's Les Miles Show (10:00 pm)

Arkansas' Bobby Petrino Show (11:00 pm)

Thu: Alabama's Hey Coach with Nick Saban (7:30 pm)

Ohio State's Jim Tressel Show (9:00 pm)

Oregon State's Beaver Sports Talk with Mike Riley (10:00 pm)

Wisconsin's Badger Sports Talk with Bret Bielema (11:00 pm)

Fri: Nebraska's Bo Pellini Show (7:00 pm)

Notre Dame's Brian Kelly Show (8:00 pm)

West Virginia Sportsline with Bill Stewart (9:00 pm)

TCU's Gary Patterson Show (10:00 pm)

Kansas' Hawk Talk with Turner Gill (11:00 pm)

(The schedule of coaches shows is subject to change/preemption.)

Saturdays:

9:00 am - noon: SIRIUS XM College Tailgate Show with Eddie George, Eric Crouch and Zig Fracassi

Noon - 7:00 pm: Live play-by-play

7:00 pm - midnight: SIRIUS XM College Football Scoreboard Show

Sundays:

7:00 - 8:00 pm: LSU Sunday Night Live

8:00 - 9:00 pm: Tennessee's The Nation

Throughout the 2010 season, SIRIUS XM will broadcast dozens of college football games each week, featuring teams from the SEC, ACC, Big Ten, Big 12, Big East, Pac-10, Mountain West Conference, Conference USA, SWAC and Ivy League.

Access to some games may require a subscription to the "Best of XM" and "Best of SIRIUS" programming packages. For a schedule of upcoming games on SIRIUS XM, visit www.sirius.com/collegesports and www.xmradio.com/collegesports.

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, Rosie O'Donnell, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge®, Bob Edwards, Chris "Mad Dog" Russo, Jimmy Buffett, The Grateful Dead, Willie Nelson, Bob Dylan and Tom Petty. 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 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, 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 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," "will continue," "is anticipated," "estimated," "intend," "plan," "projection," "outlook" or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of SIRIUS 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 dependence upon automakers and other third parties, the substantial indebtedness of SIRIUS and XM; the useful life of our satellites; and our competitive position versus other forms of audio and video entertainment. 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, 2009 and its Quarterly Report on Form 10-Q for the period ending June 30, 2010 and XM's Annual Report on Form 10-K for the year ended December 31, 2009 and its Quarterly Report on Form 10-Q for the period ending June 30, 2010, 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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