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# Best-Selling Author and Renowned Sports Journalist John Feinstein Joins SiriusXM's Mad Dog Radio

**Feinstein joins Bruce Murray to host "Beyond the Brink" weekdays (10:00 am - 2:00 pm ET) on SiriusXM channel 86**

**Debuts March 8 at the ACC Tournament**

NEW YORK, March 6, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that best-selling author and columnist John Feinstein has joined Mad Dog Radio, the all-sports talk channel available to listeners nationwide on SiriusXM channel 86.

(Logo: <https://photos.prnewswire.com/prnh/20101014/NY82093LOGO> )

Starting Thursday, March 8, Feinstein will join Bruce Murray to host the newly named *Beyond the Brink* every weekday from 10:00 am to 2:00 pm ET. Feinstein and Murray will debut their show at the ACC Basketball Tournament, broadcasting live from Atlanta's Philips Arena on Thursday and Friday. Throughout the year, Feinstein and Murray will cover the spectrum of sports on their show, interviewing high profile guests, debating topics and talking with callers nationwide about the headline stories of the day.

"I've always enjoyed doing radio because it gives you a chance to talk in detail on a lot of different topics and the chance to do it on SiriusXM on a daily basis with an old friend like Bruce is something I'm really looking forward to taking on," said Feinstein. "I'm really grateful to SiriusXM for giving me this opportunity and I think this is going to be a lot of fun."

"John is a unique addition to the SiriusXM team," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "He is one of the world's finest sports journalists and Mad Dog Radio, with its hard-hitting and unrestrained style, will be an ideal platform for him. Together, John and Bruce will make *Beyond the Brink* one of sports talk's most engaging and thought-provoking shows."

"John has one of the most prominent and respected voices in sports and we're thrilled to have him join us on Mad Dog Radio," said the channel's originator, Christopher 'Mad Dog' Russo. "He and Bruce make an excellent pair as both are passionate and outspoken. Our listeners will really enjoy the give-and-take these guys will produce on the air every day."

Feinstein is one of the nation's most successful and prolific sports authors, having written 28 books that delve into a wide range of professional and college sports. His works include the two best-selling non-fiction sports books in history – *A Good Walk Spoiled*, about life on the PGA Tour, and *A Season on the Brink*, which chronicled a year in the life of the Indiana University basketball team and its enigmatic coach, Bob Knight, and was later adapted into an ESPN film. Feinstein's style takes his readers deep into the subject matter, to places

most fans have no access to – locker rooms, coaches' offices, team planes and bus rides. With intricate detail, the author vividly depicts life on a championship college basketball team, during an NFL season, on the PGA Tour, inside the Army-Navy rivalry and many other sports themes.

As a columnist, Feinstein has covered many of sport's biggest events and personalities over the last 35 years. A 1977 graduate of Duke University, he writes for *The Washington Post* and *Golf Digest* and has contributed to *Sports Illustrated*, *The National Sports Daily* and the *Sporting News*.

SiriusXM's Mad Dog Radio is headlined by renowned sports talk personality Christopher 'Mad Dog' Russo. The exclusive all-sports talk channel covers the world of sports with engaging talk, high profile interviews, up-to-the-moment news and live broadcasts from the biggest sporting events. For more info on Mad Dog Radio visit [siriusxm.com/maddogradio](http://siriusxm.com/maddogradio). Follow the channel on Twitter @MadDogRadio.

### **About Sirius XM Radio**

[Sirius XM Radio](http://siriusxm.com) is America's satellite radio company. SiriusXM broadcasts more than [135 satellite radio channels](#) of [commercial-free music](#), and [premier sports, news, talk, entertainment, traffic, weather](#), and data services to over 21 million subscribers. SiriusXM offers an array of content from many of the biggest names in entertainment, as well as from professional sports leagues, major colleges, and national news and talk providers.

SiriusXM programming is available on more than 800 devices, including pre-installed and after-market radios in cars, trucks, boats and aircraft, [smartphones](#) and [mobile devices](#), and consumer electronics products for [homes](#) and [offices](#). SiriusXM programming is also available at [siriusxm.com](http://siriusxm.com), and on [Apple](#), [BlackBerry](#) and [Android](#)-powered mobile devices.

SiriusXM has arrangements with every major [automaker](#) and its radio products are available for sale at [shop.siriusxm.com](http://shop.siriusxm.com) as well as retail locations nationwide.

*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, our 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," "believe," "intend," "plan," "projection," "outlook" or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of our management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. 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 statements: our competitive position versus other forms of audio entertainment; our dependence upon automakers; general economic conditions; failure of our satellites, which, in most cases, are not insured; our ability to attract and retain subscribers at a profitable level; royalties we pay for music rights; the unfavorable outcome of pending or future litigation; failure of third*

*parties to perform; and our substantial indebtedness. Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our Annual Report on Form 10-K for the year ended December 31, 2011, which is 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 we 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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