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SiriusXM Embarks on Inaugural College Football Training Camp Tour Aug. 2

SiriusXM College Sports Nation channel will broadcast from 13 college football pre-season camps in August

Hosts on tour include Eddie George, Houston Nutt, Rick Neuheisel, Gino Torretta, Randy Cross & Gil Brandt

Fans get an expert, in-depth look at many of the top teams in the country; Will hear interviews with coaches and players

NEW YORK, Aug. 1, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced that it will launch its inaugural SiriusXM College Sports Nation Camp Tour on August 2, during which it will broadcast on location from the training camps of many of the top college football programs in the country and give fans an early, in-depth look at the teams as they prepare for the 2012 season.

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

The SiriusXM College Sports Nation Camp Tour kicks off Thursday, August 2, from the campus of perennial national title contender LSU and will visit 13 camps over 16 days. Each broadcast will feature an in-depth analysis of the team by SiriusXM's expert hosts, as well as interviews with coaches and players.

All shows will air on [SiriusXM College Sports Nation](#), SiriusXM's exclusive channel dedicated 24/7 to covering college sports. The channel is available to listeners nationwide on channel 91 on satellite radios, on the [SiriusXM Internet Radio App](#) and online at [SiriusXM.com](#).

"This college football camp tour typifies the kind of in-depth coverage that makes SiriusXM's College Sports Nation channel truly one of a kind," said Steve Cohen, SiriusXM's SVP of Sports Programming. "Our college sports experts, many of whom played and coached at the highest levels of the game, will be on air for three hours from each location, watching practice and talking at length with the coaches and players who will be taking the field every Saturday this fall. Fans won't find a more thorough analysis of their team."

SiriusXM College Sports Nation hosts on tour include Heisman Trophy winners **Eddie George** and **Gino Torretta**; former college coaches **Rick Neuheisel** and **Houston Nutt**; College Football Hall of Famer and three-time San Francisco 49ers Pro Bowl center **Randy Cross**; longtime Dallas Cowboys pro personnel executive **Gil Brandt**; plus **Jack Arute** and **Mark Packer**.

For more info on the tour and other programming on SiriusXM College Sports Nation visit www.siriusxm.com/collegesports. Follow the channel on Twitter for alerts on upcoming

interviews and topics ([@SiriusXMCollege](#)).

2012 SiriusXM College Sports Nation Camp Tour Schedule: (All times ET)

- Thu, Aug. 2: **Louisiana State University**, Baton Rouge, LA
12-3pm, Hosts: Jack Arute & Gino Torretta
- Fri, Aug. 3: **University of Georgia**, Athens, GA
7-10pm, Hosts: Jack Arute & Houston Nutt
- Mon, Aug. 6: **University of Oregon**, Eugene, OR
7-10pm, Hosts: Mark Packer & Rick Neuheisel
- Wed, Aug. 8: **University of Michigan**, Ann Arbor, MI
12-3pm, Hosts: Mark Packer & Rick Neuheisel
- Thu, Aug. 9: **University of Texas**, Austin, TX
12-3pm, Hosts: Mark Packer & Gil Brandt
- Fri, Aug. 10: **University of Wisconsin**, Madison, WI
9am-12pm, Host: Mark Packer
- Mon, Aug. 13: **West Virginia University**, Morgantown, WV
12-3pm, Hosts: Jack Arute & Randy Cross
- Mon, Aug. 13: **Ohio State University**, Columbus, OH
7-10pm, Hosts: Mark Packer & Eddie George
- Tue, Aug. 14: **University of Notre Dame**, South Bend, IN
12-3pm Host: Jack Arute
- Wed, Aug. 15: **Florida State University**, Tallahassee, FL
12-3pm, Host: Mark Packer
- Thu, Aug. 16: **University of Oklahoma**, Norman, OK
12-3pm, Hosts: Jack Arute & Randy Cross
- Fri, Aug. 17: **University of Alabama**, Tuscaloosa, AL
12-3pm, Host: Jack Arute
- Fri, Aug 17: **University of Southern California**, Los Angeles, CA
7-10pm, Hosts: Chris Childers & Rick Neuheisel

Schedule is subject to change.

SiriusXM College Sports Nation, channel 91, showcases the best college games and a daily lineup of college sports talk programming that offers news, highlights and season-long analysis of the nation's teams and conferences. SiriusXM College Sports Nation listeners nationwide get live play-by-play of some of the season's most anticipated matchups, expert analysis, interviews with many of the biggest names in the college game, plus live broadcasts from some of the biggest events in college sports.

About Sirius XM Radio

[Sirius XM Radio Inc.](#) is the world's largest radio broadcaster measured by revenue and has more than 22 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S., from retailers nationwide, and online at [siriusxm.com](#). SiriusXM programming is also available through the [SiriusXM Internet Radio](#) App for [Android](#), [Apple](#), and [BlackBerry](#) smartphones and other connected devices. SiriusXM also holds a minority interest in [SiriusXM Canada](#) which has more than 2

million subscribers.

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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