

July 22, 2013



## SiriusXM Launches 'ICONOS' Series

**Global pop icon Marc Anthony answers questions from SiriusXM listeners on first 'ICONOS'**

**SiriusXM's 'ICONOS' series to highlight iconic Latin entertainers, musicians, and ambassadors of Latino culture**

NEW YORK, July 22, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today the launch of the "SiriusXM's ICONOS" series, intimate, bilingual gatherings with iconic Latin musicians, entertainers and ambassadors of Latino culture with a studio audience of SiriusXM subscribers.

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

The first installment of "SiriusXM's ICONOS" will feature international superstar Marc Anthony in an exclusive Q&A session with SiriusXM subscribers. The multiple GRAMMY® and Latin Grammy® award winner will open up about everything from his early musical influences, to his massive global crossover success, his prolific musical career and philanthropy, and his highly anticipated return to salsa with the album *Marc Anthony 3.0*, and much more.

Hosted by SiriusXM's Israel Salazar, "SiriusXM's ICONOS with Marc Anthony" will also feature a full album playback of Anthony's album *Marc Anthony 3.0*.

"Marc Anthony is one of today's most acclaimed artists and we are thrilled to have him launch our 'SiriusXM's ICONOS' series," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "'SiriusXM's ICONOS with Marc Anthony' will give SiriusXM listeners across the country the opportunity to hear directly from one of the Spanish-speaking world's most accomplished entertainers as he discusses his journey, his historic accomplishments, and his plans for the future."

"SiriusXM's ICONOS with Marc Anthony," will air on SiriusXM Caliente channel 150 on July 23 at 4:00 pm and 10:00 pm and on SiriusXM Rumbon channel 533 at 6:00 pm. All times are ET. For a full schedule of rebroadcast times, please visit [www.siriusxm.com/caliente](http://www.siriusxm.com/caliente).

"SiriusXM's ICONOS with Marc Anthony" will be available on SiriusXM On Demand for subscribers listening via the [SiriusXM Internet Radio App](#) for smartphones and other mobile devices or online at [siriusxm.com](http://siriusxm.com). Visit [www.siriusxm.com/ondemand](http://www.siriusxm.com/ondemand) for more info on SiriusXM On Demand.

Actor, singer, songwriter, record producer and philanthropist Marc Anthony is a multiple Grammy® and Latin Grammy® Award winner. He has been awarded countless standard gold and platinum certifications from the Recording Industry Association of America (RIAA); the 2012 ASCAP Founders Award for his contributions to music and an induction into the

Billboard Hall of Fame in April 2012 for his global influence as a performer in both the Spanish-speaking and mainstream markets. A passionate humanitarian, Anthony launched the *Maestro Cares Foundation* in January 2012 in a joint endeavor with business associate Henry Cardenas to assist disadvantaged children in Latin America. With his highly anticipated world tour, "Vivir Mi Vida," the singer and his band will travel across three continents and fifteen countries, visiting places of great significance to the artist as well as new locations, most notably Australia. The 12-city stateside tour kicks off Friday, August 23 at Miami's American Airlines Arena.

Moderator Israel Salazar is Program Director, SiriusXM Latino. He oversees music programming for SiriusXM's Aguila, Caricia, and Latidos channels.

Caliente plays a mix of the biggest tropical, salsa, merengue and reggaeton hits, playing, among others, Marc Anthony, Juan Luis Guerra, Aventura, Shakira, and Luis Miguel.

Rumbon plays classic salsa by legendary artists and bands including Fania All Stars, Celia Cruz, Hector Lavoe, Roberto Roena, and Ruben Blades.

Listeners can register for a [7-day trial](#) to listen to SiriusXM Internet Radio on Android smartphones and other mobile devices. For more information on the SiriusXM channel lineup in English and Spanish, please visit [www.siriusxm.com/newchannels](http://www.siriusxm.com/newchannels) and [www.siriusxm.com/latino](http://www.siriusxm.com/latino).

For more information SiriusXM, please visit [www.siriusxm.com](http://www.siriusxm.com) and [www.siriusxm.com/latino](http://www.siriusxm.com/latino).

### **About Sirius XM Radio**

[Sirius XM Radio Inc.](#) is the world's largest radio broadcaster measured by revenue and has more than 25 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](http://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.

On social media, join the SiriusXM community on Facebook, [facebook.com/siriusxm](https://facebook.com/siriusxm), Twitter, [twitter.com/siriusxm](https://twitter.com/siriusxm), Instagram, [instagram.com/siriusxm](https://instagram.com/siriusxm), and YouTube at [youtube.com/siriusxm](https://youtube.com/siriusxm).

*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 radio and audio services; 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; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; 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, 2012, 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*

P-SIRI

**Media Contact:**

Michelle Dominguez

SiriusXM

(212) 901-6792

[michelle.dominguez@siriusxm.com](mailto:michelle.dominguez@siriusxm.com)

SOURCE Sirius XM Radio