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# SiriusXM Launches Service Lane Program

**Qualifying customers get complimentary 2-month SiriusXM subscription following visit to participating auto dealerships**

NEW YORK, Aug. 21, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced the launch of Service Lane, its new program that provides a complimentary 2-month SiriusXM subscription to qualifying customers who have their satellite radio-equipped vehicles serviced at participating auto dealerships.

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

"Service Lane is being embraced by dealers as a way to show their appreciation to service customers and build loyalty, providing dealers with the opportunity to give qualifying original and subsequent vehicle owners access to SiriusXM's unparalleled lineup of commercial-free music, premier sports, comedy, news, exclusive talk and entertainment," said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing and Retail Sales, SiriusXM.

Service Lane builds on the success of the SiriusXM Pre-Owned Vehicle program, which has surpassed 10,000 participating dealers across the country and includes most of the nation's top franchise dealer groups. Now SiriusXM and participating dealerships are able to reach many more satellite equipped vehicle owners, who otherwise may not have had the opportunity to fully experience a SiriusXM trial subscription.

Dealers interested in enrolling in the Service Lane Program or the SiriusXM Pre-Owned Vehicle Program can sign up at no cost at [www.siriusxmdealerprograms.com](http://www.siriusxmdealerprograms.com).

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

## **About Sirius XM Radio**

[Sirius XM Radio Inc.](http://www.siriusxm.com) 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.*

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