

August 7, 2009



## **SIRIUS XM Radio to Launch The Woodstock Channel in Celebration of Woodstock's 40th Anniversary**

**"The Woodstock Channel" to highlight Woodstock's performers with music and interviews**

**Listeners to hear performances by Jimi Hendrix, Grateful Dead, The Who, Crosby, Stills, Nash & Young, Santana, Jefferson Airplane, Janis Joplin, Sly & The Family Stone and Johnny Winter**

**Stars of new comedy "Taking Woodstock" to share behind-the-scenes anecdotes about making the movie**

NEW YORK, Aug. 7 /PRNewswire-FirstCall/ --SIRIUS XM Radio (Nasdaq: SIRI) announced today that it will launch *The Woodstock Channel* to celebrate the 40(th) anniversary of the Woodstock Music & Art Fair held at Max Yasgur's farm in Bethel, New York in 1969.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080819/NYTU044LOGO>)

*The Woodstock Channel* will launch on Friday, August 14, at 12:00 pm ET and air through Sunday, August 16 on Deep Tracks, SIRIUS channel 16 and XM channel 40, and will be devoted to the historic music festival featuring music, interviews and memories from the artists who were there, including Graham Nash, Leslie West, Arlo Guthrie, The Band, Creedence Clearwater Revival and Joe Cocker.

SIRIUS XM listeners will hear music from artists in the exact order that they performed at the festival each day -- beginning with Richie Havens and ending with Jimi Hendrix. *The Woodstock Channel* will also feature complete performances from Santana, Janis Joplin, Sly & The Family Stone, Johnny Winter and Jefferson Airplane as they happened at the original 1969 festival. These five performances are featured on the new *Woodstock Experience* CDs, available now from Legacy Recordings.

During the limited-run channel, listeners will hear content from *Woodstock - 40 Years On: Back To Yasgur's Farm*, the new 6-CD boxed set to be released on August 11 by Rhino Entertainment, featuring the most comprehensive collection of artists that performed at the original festival, showcasing 38 previously unreleased recordings, including Grateful Dead, The Who, Country Joe & The Fish and others.

Listeners will also hear exclusive interviews with the stars and filmmakers of *Taking Woodstock*, the new comedy about a man who inadvertently played a role in making Woodstock into the famed happening it was. Stars Demetri Martin, Eugene Levy, Emile Hirsch and Liev Schreiber, Oscar(R)-winning director/producer Ang Lee and

screenwriter/producer James Schamus will each share personal stories about making the movie. Additionally, the limited-run channel will feature tracks from the *Taking Woodstock Original Motion Picture Soundtrack*, set to be released on August 25 by Rhino Entertainment. The Focus Features movie opens in theaters in New York and Los Angeles on Wednesday, August 26 and nationwide on Friday, August 28.

For more information about *The Woodstock Channel*, please visit [www.sirius.com](http://www.sirius.com) or [www.xmradio.com](http://www.xmradio.com).

For more information about Woodstock, visit [www.woodstock.com](http://www.woodstock.com). To join the Woodstock online community, visit [www.woodstockuniverse.com](http://www.woodstockuniverse.com).

For more information about the new movie *Taking Woodstock*, visit [www.TakingWoodstockTheMovie.com](http://www.TakingWoodstockTheMovie.com).

### *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, Jimmy Buffett, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge(R), The Grateful Dead, Willie Nelson, Bob Dylan, Tom Petty, and Bob Edwards. SIRIUS XM Radio is the leader in sports programming as the Official Satellite Radio Partner of the NFL, Major League Baseball(R), NASCAR(R), NBA, NHL(R), and PGA TOUR(R), and broadcasts major college sports.

SIRIUS XM Radio has arrangements with every major automaker. SIRIUS XM Radio products are available at [shop.sirius.com](http://shop.sirius.com) and [shop.xmradio.com](http://shop.xmradio.com), and at retail locations nationwide, including Best Buy, RadioShack, Target, Sam's Club, and Wal-Mart.

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(R) 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 the benefits of the business combination transaction involving SIRIUS and XM, including potential synergies and cost savings and the timing thereof, 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," "anticipate," "believe," "plan," "estimate," "intend," "will," "should," "may," or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of SIRIUS' and 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 substantial indebtedness; the businesses of SIRIUS and XM may not be combined successfully, or such combination may take longer, be more difficult, time-consuming or costly to accomplish than expected; the useful life of our satellites; our dependence upon automakers and other third parties; our competitive position versus other forms of audio and video entertainment; and general economic conditions. 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, 2008 and XM's Annual Report on Form 10-K for the year ended December 31, 2008, 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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