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"El Show de Piolin" Launches Today on SiriusXM Piolin Radio

Enrique Iglesias, Ana Gabriel, La Arrolladora Banda El Limon, Angelica Maria, Angelica Vale, Banda El Recodo, Kate del Castillo, and Gerardo Ortiz among star-studded line-up of confirmed celebrity guests

Fans coast-to-coast can listen with the $5.99 "SiriusXM Espanol" satellite package; listen free with the "Piolin y mas" trial, via the SiriusXM Internet App on smartphones, other connected devices; and online at siriusxm.com

NEW YORK, Oct. 18, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today's launch of "El Show de Piolin," hosted by Eddie "Piolin" Sotelo. For Piolin's first show, confirmed guests include international singer/songwriter Enrique Iglesias, acclaimed actresses Angelica Vale, Angelica Maria and Kate del Castillo, and Banda El Recodo.

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

In addition, during the show's first week after launch, "El Show de Piolin" has confirmed a star-studded line-up of celebrity guests including singer, songwriter Ana Gabriel; Mariachi Los Toros; popular band La Arrolladora Banda El Limon; Gerardo Ortiz; Los Horoscopos de Durango; and comedian Gabriel Iglesias.

"El Show de Piolin" features Piolin's take on the day's events, interviews with celebrities, listener call-ins, pranks, music and beloved characters "Dona Chela," "Casimiro" and "Don Poncho." Broadcasting from the SiriusXM studios in Los Angeles, Piolin is the first Latin radio personality to host his own Spanish-language show and channel exclusively on SiriusXM. The live, four-hour morning show airs Monday through Friday 6:00 am – 10:00 am PDT reaching listeners across the country and will replay multiple times throughout the day on Piolin Radio channel 147.

Listeners coast-to-coast can listen to "El Show de Piolin" on SiriusXM Piolin Radio channel 147, along with a special line-up of exclusive Spanish and English-language commercial-free music channels and sports, news, talk and entertainment channels, through SiriusXM Espanol, the $5.99 monthly satellite subscription offer. Fans can listen free through the "Piolin y mas," the complimentary trial running through February 15, 2014, giving listeners access to "El Show de Piolin" via the SiriusXM Internet App on smartphones and other connected devices, as well as online.

The programming package for the low-cost subscription offer and the limited-time, free online offer both include more than 50 specially selected English and Spanish language channels including SiriusXM's Aguila: The sound of Norteno bands, Ranchera, Duranguense

and traditional Mexican music; La Mezcla: Top hits in Spanish and English; Caliente: The biggest salsa, merengue and reggaeton hits; RadioFormula Mexico: 24/7 news and talk from Mexico's leading radio broadcaster; ESPN Deportes Radio: Featuring call-in talk shows and commentary from hosts about a full range of sporting events, including soccer, American football, baseball and boxing; Doctor Radio: 24/7 health and medical with shows hosted by leading doctors and experts from New York University; The Highway: the sounds of new country; Laugh USA: family comedy; The Catholic Channel: engaging shows hosted by members of the clergy and distinguished laity focusing on the current events and issues happening in the Catholic Church and much more.

Eddie "Piolin" Sotelo has won numerous broadcasting awards, including several NAB Marconi Radio Awards, and was voted one of the most influential entertainers by the Los Angeles Times. He is scheduled to be inducted into the National Radio Hall of Fame in November 2013.

For more information, please visit www.siriusxm.com/piolinymas and 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. 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.

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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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