

September 10, 2009



# **SIRIUS XM Announces New Programming Launch on Exclusive Oprah Radio Channel**

**Oprah Winfrey, Gayle King, Dr. Mehmet Oz, Dr. Laura Berman on flagship 24/7 channel dedicated to helping listeners live their best life**

**For the first time, current episodes of "The Oprah Winfrey Show" and the famed vault of classic episodes to be broadcast on radio**

**Winfrey and King to host "O Magazine" radio show live from SIRIUS XM September 18**

NEW YORK, Sept. 10 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) and Harpo Radio today announced the new programming launch, beginning September 14, for Oprah Radio, Oprah Winfrey's exclusive 24/7 SIRIUS XM channel.

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

Winfrey and Gayle King will host the season's debut broadcast of the channel's *O Magazine Show* live from SIRIUS XM's New York City headquarters on September 18 at 2:00 pm ET.

For the first time, Winfrey's nationally syndicated and award-winning "The Oprah Winfrey Show" will be broadcast in another medium. SIRIUS XM will air new episodes the morning after they air on television.

Oprah Radio's broadcasts of "The Oprah Winfrey Show" begin September 14 at 7:00 am ET, with *Oprah's Season 24 Kickoff Party*, a fun-filled star-studded party Winfrey is throwing in Chicago to celebrate the launch of the new television season, featuring the Black Eyed Peas and other special guests.

As part of the new programming launch, Oprah Radio will broadcast multiple classic episodes every day from the show's rich and deep library of more than twenty years. The classic programming will focus on a different theme drawn from the vast archive: Know Your Spirit (Mondays), A Healthy You (Tuesdays) drawn from Dr. Oz's "Oprah" show health/medical segments, Best Life (Wednesdays), Relationships (Thursdays) and Fun & Laughter (Fridays), which will feature a variety of entertainment and topical guests.

The vast library of classic shows that will air on Oprah Radio include funny and poignant interviews with notable guests such as Seal, Chris Rock, Amy Poehler, Steve Harvey, Mary-Kate & Ashley Olsen, Shaquille O'Neal, Marie Osmond, Donny Osmond, Tracey Pollan, Mary Tyler Moore, Martin Lawrence and Patti LaBelle. Segments will also explore a wide range of topics including diet and weight loss, children of divorce, financial segments with Suze Orman, women who changed the world, how to affair-proof your marriage, beauty secrets, adult children of alcoholics and much more.

"The new programming lineup on Oprah Radio offers the millions of SIRIUS XM listeners and Oprah Winfrey's fans deeper, more extensive access to a woman whose influence and effect on the world is unparalleled," said Scott Greenstein, President and Chief Content Officer, SIRIUS XM Radio. "Oprah will now become their constant companion in the car and elsewhere through satellite radio, with decades worth of inspiration airing every week. This extensive programming addition complements SIRIUS XM's vibrant lineup of programming for women."

"We are pleased to offer access to 'The Oprah Winfrey Show' as great audio entertainment exclusively on SIRIUS XM," said Erik Logan, Executive Vice President, Harpo, Inc. "Now, SIRIUS XM listeners will be able to enjoy the latest 'Oprah' show the next morning, as well as their classic favorites on the radio."

Oprah Radio's lineup includes *The Gayle King Show*, a live daily call-in program focused on news, entertainment & interviews as well as a live daily advice and relationship show hosted by renowned sex therapist Dr. Laura Berman, a daily show hosted by medical expert Dr. Mehmet Oz, the monthly *Oprah's Soul Series*, hosted by Winfrey, and an *O Magazine* show hosted by Winfrey and King.

Oprah Radio airs on XM channel 156 and is available on SIRIUS channel 195 as part of "The Best of XM" package. In addition, Oprah's exclusive channel is available on SIRIUS XM's Premium Online lineup available on the app for Apple's iPhone and iPod touch devices and to subscribers to the streamed Internet service of SIRIUS XM.

*Oprah Radio daily programming lineup:*

*"The Oprah Winfrey Show" - new episode from the current season 7:00 am - 8:00 am ET*

*"The Oprah Winfrey Show" - two hours of classic episodes 2:00 pm - 4:00 pm ET (replays from 7:00 - 9:00 pm ET)*

*The Gayle King Show: Monday - Friday, 9:00 am - 10:00 am ET*

Self-proclaimed news junkie Gayle King offers her unique perspective on an array of topics ranging from current events and cultural trends to politics and more. King brings listeners closer to their favorite celebrities and notable public figures with her revealing, compelling daily interviews.

*The Dr. Oz Show: Monday - Friday, 1:00 pm - 2:00 pm ET*

Get the essentials to living a longer, more vibrant life during this caller-driven show. Through in-depth conversations on health, Dr. Mehmet Oz arms listeners with the crucial knowledge they need to take better care of their bodies. Dr. Oz and co-host Dr. Michael Roizen--bestselling author and anti-aging expert--discuss healing techniques, preventative medicine and the latest in health news so that Americans can make well-informed decisions about their health.

*Better in Bed with Dr. Laura Berman: Monday - Friday, 5:00 pm - 7:00 pm ET*

Renowned sex therapist and bestselling author Dr. Laura Berman is devoted to helping listeners enjoy the best relationships and the best sex of their life. Dr. Berman dispenses

down-to-earth advice, keeps listeners up to date on the latest news and research about sexual health and takes calls about love, sex and relationships.

*Oprah's Soul Series: Monday 4:00 pm - 5:00 pmET*

Spiritual teacher Elizabeth Lesser and Reverend Ed Bacon will host *Oprah's Soul Series* three times a month, inviting leading spiritual scholars and teachers to share insights and reflect on their own journeys. Once a month, Winfrey will put her feet up and talk with some of the most important figures in the world of spirituality about her favorite subject - the evolution of the soul.

*O Magazine Show: Tuesday 4:00 pm - 5:00 pmET*

The pages of *O, The Oprah Magazine*, come to life through this weekly look at the current issue of *O Magazine*. Oprah Winfrey and Gayle King will host the first show of each month and offer their perspective and thoughts on the current issue, discuss popular articles, and answer "Letters to the Editor." *O Magazine* Writer-at-Large Lisa Kogan will host the other three shows per month, sharing additional insights and interviewing contributors.

*The Dr. Maya Angelou Show: Wednesday 4:00 pm - 5:00 pm ET*

Hailed as a remarkable Renaissance woman, a beloved poet and bestselling author, Dr. Angelou has the unique ability to captivate listeners through the vigor and sheer beauty of her lyrics and words. Dr. Angelou shares her legendary wisdom to help listeners find their true voices. Taking on issues spanning race, sex, age and religion, Dr. Angelou's extraordinary insight continually challenges and inspires listeners.

For more information and the complete programming schedule/lineup please visit [www.sirius.com](http://www.sirius.com), [www.xmradio.com](http://www.xmradio.com) and [www.oprah.com](http://www.oprah.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.*

### *About Harpo*

Harpo Productions, Inc. produces the number-one-rated, award-winning The Oprah Winfrey Show; creates and develops original TV programming for primetime, syndication and cable television; and operates Oprah.com ([www.oprah.com](http://www.oprah.com)), a premier lifestyle website. Harpo Print, LLC and Hearst Magazines publish the monthly O, The Oprah Magazine publication. Harpo Films is dedicated to high-quality scripted dramatic programming. Harpo Radio, Inc. produces Oprah Radio (XM channel 156, SIRIUS channel 195 as part of the "Best of XM" package) on SIRIUS XM Radio. A joint venture between Oprah Winfrey and Discovery Communications, OWN: The Oprah Winfrey Network, a multi-platform company, will debut in 2010 in more than 70 million homes, on what is currently the Discovery Health Channel.

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