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SIRIUS XM Radio Signs Multi-Year Deal With Bubba the Love Sponge(R)

Bubba will continue to host popular weekday show on Howard 101

NEW YORK, Dec. 19 /PRNewswire-FirstCall/ -- Radio personality Bubba the Love Sponge(R) has signed an agreement with SIRIUS XM Radio (Nasdaq: SIRI).

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

The Bubba the Love Sponge(R) Show airs Monday through Thursday from 3:00 pm to 7:00 pm ET, and Fridays from 10:00 am- 2:00 pm ET on Howard 101. *The Bubba the Love Sponge Show* is available on SIRIUS channel Howard 101 and on XM channel Howard 101 with "The Best of SIRIUS" package.

"I will continue the radio revolution with Howard Stern on SIRIUS XM," said Bubba the Love Sponge. "I am pleased to have a long-term home on satellite radio."

"Bubba has become an important asset at satellite radio," said Scott Greenstein, President and Chief Content Officer, SIRIUS XM Radio. "His performance and loyal fan base are an important part of our future."

The Bubba the Love Sponge(R) Show is produced and broadcast from a state-of-the-art studio in Florida, and features Bubba and his colorful sidekicks producer Brent Hatley, Spice Boy, Ned and Manson.

The show is regularly visited by stars from the worlds of sports, comedy, and music. Bubba incorporates his love of sports and politics into every show, as well as song parodies, and a wide variety of comical and musical bits.

Bubba the Love Sponge(R) (the nickname that he legally adopted and trademarked in 1999) is a top-rated on-air personality whose career has included stations in Terre Haute, Grand Rapids, San Antonio, Chicago, Philadelphia, Orlando, Milwaukee and Tampa Bay. In 2001, his show became syndicated in multiple markets. In addition to receiving several national Billboard awards, he was named the national Active Rock Personality/Show of the Year for 2002 and 2003 by the trade publication *Radio & Records*. In 2005, Howard Stern recruited him to join SIRIUS, where they both launched their uncensored programs in January 2006.

The Howard Stern Show airs exclusively on Howard 100. Howard Stern programs both of his SIRIUS XM Radio channels, Howard 100 and Howard 101.

For more information please visit www.sirius.com. For more information about Bubba and the crew visit www.btls.com.

About SIRIUS XM Radio

SIRIUS XM Radio is America's satellite radio company delivering commercial-free music channels, premier sports, news, talk, entertainment, traffic and weather, to more than 18.9 million subscribers.

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 and 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 "anticipate," "believe," "plan," "estimate," "expect," "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: general business and economic conditions; the performance of financial markets and interest rates; the failure to realize synergies and cost-savings from the merger or delay in realization thereof; 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. 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' and XM's Annual Reports on Form 10-K for the year ended December 31, 2007 and their respective Quarterly Reports on Form 10-Q for the quarter ended September 30, 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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