

November 10, 2009



# XM SkyDock Receives Design and Engineering Award From Consumer Electronics Association

**XM SkyDock (TM) awarded one of the highest scores in the In-Vehicle Audio category and recognized as 2010 Best of Innovations Honoree**

NEW YORK, Nov. 10 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) today announced that its XM SkyDock(TM), the first satellite radio controlled by an iPod touch or iPhone, has been named as an Innovations 2010 Design and Engineering Award honoree by the Consumer Electronics Association. XM SkyDock was awarded one of the highest scores in the In-Vehicle Audio product category and honored as the 2010 Best of Innovations Honoree in that category. XM SkyDock has also been selected as an honoree in the In-Vehicle Accessories product category.

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

"SIRIUS XM Radio is honored that XM SkyDock is the 2010 Best of Innovations Honoree in the In-Vehicle Audio category," said Sean Gibbons, Vice President, Product Marketing, After Market Division, SIRIUS XM Radio. "SIRIUS XM continues to be recognized as a leader in developing innovative products that allow subscribers to conveniently access our great programming, providing the richest and most compelling entertainment listening experience available today."

Designed for easy use through the existing vehicle audio system, XM SkyDock delivers live satellite radio controlled by an iPod touch or iPhone. XM SkyDock has a built-in XM tuner allowing subscribers to enjoy all XM programming, including the "Best of SIRIUS" anywhere they drive. XM SkyDock will also charge iPod touch and iPhone devices while listening to live satellite radio.

The required XM SkyDock App utilizes the iPod touch and iPhone Multi-Touch user interface to let subscribers easily control their satellite radio listening experience. Users can download the XM SkyDock App for free from the App Store on their iPod touch or iPhone or at [www.itunes.com/appstore](http://www.itunes.com/appstore).

Additionally, XM SkyDock comes with SIRIUS XM's *PowerConnect*(TM) technology, which simplifies vehicle installation, allowing SkyDock to play through the existing vehicle audio system and makes it easy to move from vehicle to vehicle. An Aux In Cable is a standard in-box accessory to facilitate Aux In connections in vehicles with Aux In capability.

XM SkyDock is compatible with iPod touch (1st and 2nd generation), iPhone, iPhone 3G and iPhone 3GS. All models require iPhone OS 3.0 or later.

XM SkyDock is now available at retail locations and online stores nationwide, including the

Apple Store, [www.apple.com](http://www.apple.com), Best Buy, [www.bestbuy.com](http://www.bestbuy.com), [www.crutchfield.com](http://www.crutchfield.com), RadioShack and [www.xmradio.com/skydock](http://www.xmradio.com/skydock), as well as independent retailers from coast to coast, at an MSRP of \$119.99.

XM SkyDock will be displayed at the 2010 International CES, which runs January 7-10, 2010 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las Vegas Convention Center and will also be featured at CES Unveiled: The Official Press Event of the International CES on Tuesday, January 5.

The Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)®, and endorsed by the Industrial Designers Society of America (IDSA).

To view the interactive demo and to learn more about XM SkyDock, please visit [www.xmradio.com/skydock](http://www.xmradio.com/skydock).

To learn more about XM, please visit [www.xmradio.com](http://www.xmradio.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, Rosie O'Donnell, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge®, Bob Edwards, Chris "Mad Dog" Russo, Jimmy Buffett, The Grateful Dead, Willie Nelson, Bob Dylan and Tom Petty. SIRIUS XM Radio is the leader in sports programming as the Official Satellite Radio Partner of the NFL, Major League Baseball®, NASCAR®, NBA, NHL®, and PGA TOUR® and 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, Wal-Mart and independent retailers.

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® 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.*

## **G-SIRI**

Contacts for SIRIUS XM Radio:

Sal Resendez  
SIRIUS XM Radio  
[sal.resendez@siriusxm.com](mailto:sal.resendez@siriusxm.com)  
646 313 2405

**SOURCE SIRIUS XM Radio**