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# SIRIUS XM Radio to Broadcast 25 Bowl Games This College Football Postseason

## Coverage will include all five Bowl Championship Series games

NEW YORK, Dec. 17 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that it will broadcast an extensive lineup of college bowl games throughout the 2009-10 college football postseason.

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

SIRIUS XM's coverage features live play-by-play of 25 games including the Rose Bowl, Allstate Sugar Bowl, Tostitos Fiesta Bowl, FedEx Orange Bowl and the Citi BCS National Championship game.

The schedule will begin with the New Mexico Bowl on Saturday, December 19 (4:30pm ET, SIRIUS channel 120 and XM channel 140) and continues through Thursday, January 7, when #1 ranked Alabama faces off against #2 Texas in the Citi BCS National Championship Game (8:00pm ET on SIRIUS channel 120 and XM channel 140). A complete schedule of games and channels appears below.

Leading up to the national title game, SIRIUS XM's college sports talk show, *Rivals Radio*, will broadcast live from Southern California beginning Monday January 4th every weekday (SIRIUS channel 122 and XM channel 143). Hosts Bill King and Chris Childers will interview coaches and players competing in Bowl Championship Series games and discuss the latest news and biggest stories happening on the college football landscape.

Fans can also tune in to Mad Dog Radio (SIRIUS channel 123 and XM channel 144) for live two-way sports talk and the latest news throughout the college football postseason. Hosts Chris "Mad Dog" Russo, Gary Williams, Andy Gresh, Bruce Murray, Bill Pidto, Dino Costa and others will discuss bowl matchups and results and look ahead to next year's contenders for the national title.

SIRIUS XM's College Bowl game schedule: (All times ET)

*New Mexico Bowl*, Albuquerque, NM - Wyoming vs. Fresno St.

December 19, 4:30pm, *SIRIUS channel 120 / XM channel 140*

*St. Petersburg Bowl*, St. Petersburg, FL - Central Florida vs. Rutgers

December 19, 8:00pm, *SIRIUS channel 120 / XM channel 140*

*R&L Carriers New Orleans Bowl*, New Orleans, LA - Middle Tennessee St. vs. So. Mississippi

December 20, 8:30pm, *SIRIUS channel 120 / XM channel 140*  
*San Diego County Credit Union Poinsettia Bowl*, San Diego, CA - Utah vs. California

December 23, 8:00pm, *SIRIUS channel 120 / XM channel 140*  
*Sheraton Hawaii Bowl*, Honolulu, HI - Nevada vs. Southern Methodist

December 24, 8:00pm, *SIRIUS channel 120 / XM channel 140*  
*Little Caesars Bowl*, Detroit, MI - Marshall vs. Ohio

December 26, 1:00pm, *SIRIUS channel 122 / XM channel 143*  
*Meineke Car Care Bowl*, Charlotte, NC - Pittsburgh vs. North Carolina

December 26, 4:30pm, *SIRIUS channel 122 / XM channel 143*  
*Emerald Bowl*, San Francisco, CA - Boston College vs. USC

December 26, 8:00pm, *SIRIUS channel 120 / XM channel 140*  
*Gaylord Hotels Music City Bowl*, Nashville, TN - Kentucky vs. Clemson

December 27, 8:30pm, *SIRIUS channel 122 / XM channel 143*  
*Roady's Humanitarian Bowl*, Boise, ID - Bowling Green vs. Idaho

December 30, 4:30pm, *SIRIUS channel 122 / XM channel 143*  
*Pacific Life Holiday Bowl*, San Diego, CA - Nebraska vs. Arizona

December 30, 8:00pm, *SIRIUS channel 120 / XM channel 140*  
*Bell Helicopter Armed Forces Bowl*, Fort Worth, TX - Air Force vs. Houston

December 31, 12:00pm, *SIRIUS channel 120 / XM channel 140*  
*Texas Bowl*, Houston, TX - Navy vs. Missouri

December 31, 3:30pm, *SIRIUS channel 122 / XM channel 143*  
*Chick-fil-A Bowl*, Atlanta, GA - Virginia Tech vs. Tennessee

December 31, 7:30pm, *SIRIUS channel 120 / XM channel 140*  
*Outback Bowl*, Tampa, FL - Northwestern vs. Auburn

January 1, 11:00am, *SIRIUS channel 120 / XM channel 140*  
*Rose Bowl*, Pasadena, CA - Ohio State vs. Oregon

January 1, 4:30pm, *SIRIUS channel 120 / XM channel 140*

*Allstate Sugar Bowl*, New Orleans, LA - Cincinnati vs. Florida

January 1, 8:30pm, *SIRIUS channel 120 / XM channel 140*

*International Bowl*, Toronto, Canada - South Florida vs. Northern Illinois

January 2, 12:00pm, *SIRIUS channel 122 / XM channel 143*

*PapaJohns.com Bowl*, Birmingham, AL - Connecticut vs. South Carolina

January 2, 2:00pm, *SIRIUS channel 120 / XM channel 140*

*AutoZone Liberty Bowl*, Memphis, TN - Arkansas vs. E. Carolina

January 2, 5:30pm, *SIRIUS channel 120 / XM channel 140*

*Valero Alamo Bowl*, San Antonio, TX - Michigan State vs. Texas Tech

January 2, 9:00pm, *SIRIUS channel 120 / XM channel 140*

*Tostitos Fiesta Bowl*, Glendale, AZ - Boise State vs. TCU

January 4, 8:00pm, *SIRIUS channel 120 / XM channel 140*

*FedEx Orange Bowl*, Miami, FL - Georgia Tech vs. Iowa

January 5, 8:00pm, *SIRIUS channel 120 / XM channel 140*

*GMAC Bowl*, Mobile, AL - Central Michigan vs. Troy

January 6, 7:00pm, *SIRIUS channel 122 / XM channel 143*

*Citi BCS National Championship Game*, Pasadena, CA - Texas vs. Alabama

January 7, 8:00pm, *SIRIUS channel 120 / XM channel 140*

XM acquired the rights to broadcast the FedEx Orange Bowl, the Allstate Sugar Bowl and the Tostitos Fiesta Bowl in a multi-year agreement with FOX Sports.

For game schedules and channel listings, please visit [www.sirius.com](http://www.sirius.com) or [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.*

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