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SiriusXM Announces Exclusive Latin Programming in Celebration of Hispanic Heritage Month

Juanes' monthly show, "Fijate Bien," hosted by GRAMMY® and seventeen time Latin GRAMMY® winner, debuts September 23

SiriusXM Rumbon launches 5-week series featuring music by all-time salsa greats

Celia Cruz special kicks off Hispanic Heritage Month programming

NEW YORK, Sept. 14, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that it will celebrate Hispanic Heritage Month with performances, interviews, and specials by many of today's most celebrated Latin artists airing across its SiriusXM Latino channels beginning Saturday, September 15, 2012.

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

SiriusXM's first artist-hosted show for bilingual listeners, *Juanes: Fijate Bien*, will officially launch Sunday, September 23, 2012, on Caliente channel 150 and La Kueva channel 540. The broadcast will feature the Colombian rocker sharing stories and music by artists who have inspired him as he welcomes his first guest, Dominican singer songwriter, Vicente Garcia. *Juanes: Fijate Bien* debuts at 8:00 pm ET.

SiriusXM Rumbon channel 533, devoted to classic salsa, celebrates Hispanic Heritage Month with the premiere of a special 5-week series featuring music from some of salsa's greatest artists of all time. The weekly series, scheduled to air Saturdays at 12:00 am ET through Mondays at midnight ET, will feature three days of nonstop music dedicated to a different salsa legend every week and will include music from the artists' early days to the most popular hits in their catalog. Legends to be featured on SiriusXM Rumbon's series are: Celia Cruz, Ruben Blades, Hector Lavoe, Fania All Stars and Willie Colon.

"Our special, wide-ranging Hispanic Heritage Month programming is proof that SiriusXM offers the most comprehensive Latin programming anywhere," said Trinity Colon, VP of Latin Music Programming, SiriusXM. "Listeners have the best of all Latin music genres in one place -- SiriusXM."

In honor of one of the most influential Latin artists of all time, SiriusXM will air a special featuring music by the "Queen of Salsa," Celia Cruz. The three-hour special airs Saturday, September 15 at 9:00 am ET on Caliente channel 150.

Additional programming during Hispanic Heritage Month includes:

Sirius XM Caliente channel 150

"Conciertos Calientes," featuring broadcasts of live performances directly from SiriusXM's New York studios featuring artists such as including Prince Royce, Nelly Furtado, Jon Secada, Tito Nieves, El Gran Combo de Puerto Rico, Cristian Castro, Arthur Hanlon and many more. Airs Thursdays, beginning September 20 at 4:00 pm ET.

Sirius XM Viva channel 500

Latin hip-hop singer Ana Tijoux guest DJs and performs; Jot Dog and Frankie J share their favorite hits. Airs Saturdays at 4:00 pm ET.

SiriusXM Aguila channel 510

Regional Mexican chart toppers, Calibre 50 and Lamento Show de Durango, sit down for an exclusive interview and performance. Airs Saturday, September 15 at 5:00 pm ET.

Sirius XM La Kueva channel 540

Los Enanitos Verdes' Mariciano stops by as guest DJ; La Santa Cecilia and Bomba Estereo perform. Airs Saturdays at 4:00 pm ET.

The SiriusXM Latino channel lineup features ten exclusive commercial-free music channels covering a wide variety of music genres, including [Caliente](#) (tropical, channel 150), [Rumbon](#) (classic salsa, channel 533), [Flow Nacion](#) (Latin hip-hop and Reggaeton, channel 506), [La Kueva](#) (rock en espanol, channel 540), [Viva](#) (contemporary pop, channel 500), [La Mezcla](#) (top hits in English and Spanish, channel 503), [Aguila](#) (regional Mexican, channel 510), [Caricia](#) (classic ballads in English and Spanish, channel 523) and [Luna](#) (Latin jazz, channel 530) and more. The Latin channel lineup also includes [ESPN Deportes Radio](#); [MLB en Espanol](#); multiple [Deportes en Vivo](#) channels; [RadioFormula Mexico](#), channel 560; [CNN en Espanol](#), channel 148; [Cristina Radio](#), channel 146; [En Vivo](#), channel 147 and [iInspirate!](#), channel 145, an inspirational talk channel offering compelling news and advice for a fuller, more meaningful life.

Listeners can register for a [7-day trial](#) to listen to SiriusXM Internet Radio on Android smartphones and other mobile devices. For more information on the SiriusXM channel lineup in English and Spanish, please visit www.siriusxm.com/newchannels and www.siriusxm.com/latino.

For more information on SiriusXM's Hispanic Heritage programming schedule, please visit 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 22 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.

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 audio entertainment; 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; failure of third parties to perform; 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, 2011, 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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