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## "Juanes: Fijate Bien" Launches September 23 on SiriusXM

**The GRAMMY® and seventeen-time Latin GRAMMY® winner debuts satellite radio's first artist-hosted show for bilingual listeners**

**Show focuses on Juanes' love of live music, with the Colombian superstar often unveiling new music, engaging in spontaneous jam sessions with special guests, and sharing tales from performances around the world**

NEW YORK, Sept. 20, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that *Juanes: Fijate Bien*, SiriusXM's first artist-hosted show for bilingual listeners, will officially launch Sunday, September 23, 2012, on Caliente channel 150 and La Kueva channel 540.

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

On his exclusive monthly show, *Fijate Bien*, the GRAMMY® and seventeen-time Latin GRAMMY® winning guitarist, singer and songwriter, will feature new music and showcase spontaneous, live jam sessions with special guests and share personal stories and anecdotes from life on the road. The launch of *Juanes: Fijate Bien* is part of SiriusXM's extensive programming airing across multiple channels celebrating Hispanic Heritage Month.

During the first broadcast, Juanes will share stories and music from one of his earliest inspirations, Colombian singer and songwriter, Octavio Mesa. Juanes will also welcome his first guest, Dominican singer-songwriter, Vicente Garcia, who will deliver a special performance. Named after the Colombian superstar's groundbreaking first album, *Juanes: Fijate Bien* debuts Sunday, September 23, 2012, starting at 8:00 pm ET. The special replays on SiriusXM's Caliente channel 150 Wednesday, September 26, and on La Kueva channel 540 Friday, September 28 at 12:00 pm ET.

"I am excited to launch *Fijate Bien* on SiriusXM this Sunday," said Juanes. "I look forward to hearing from listeners all over the country and sharing stories, inspiring live music and life experiences from the road."

"*Juanes: Fijate Bien* is our first show for the bilingual listener," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "As one of the most recognizable Latin stars today, Juanes will have his own platform to share his thoughts and musical tastes with SiriusXM bilingual listeners nationwide."

The multi-platinum rock superstar has placed eight #1 singles on Billboard magazine's "Hot Latin Songs" chart and his most recent album "*JUANES MTV Unplugged*" debuted at #1 on

the "Top Latin Albums" chart and in 18 countries throughout Latin America. The superstar's dedication as a global activist is seen in his charitable work for his own "Mi Sangre Foundation" and as a co-founder of the "Paz sin Fronteras" (Peace Without Borders) organization - which utilizes music as a unifying force regardless of political or geographic divides and advocate that all people are entitled to the basic human right of peace. Juanes is also one of the Spanish-speaking world's leading social media voices with an online following of over 10 million fans.

Caliente plays a mix of the biggest tropical, salsa, merengue and reggaeton hits, playing, among others, Marc Anthony, Juan Luis Guerra, Aventura, Shakira, and Luis Miguel.

La Kueva plays Latin Rock classics and today's upcoming artists, including Mana, Fabulosos Cadillacs, Soda Stereo, Molotov, and more.

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), [Latidos](#) (romantic Latin love songs, channel 520), [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 [Inspirate!](#), 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, please visit [www.siriusxm.com/newchannels](http://www.siriusxm.com/newchannels) and [www.siriusxm.com/latino](http://www.siriusxm.com/latino).

## **About Sirius XM Radio**

[Sirius XM Radio Inc.](#) is the world's largest radio broadcaster measured by revenue and has 22.9 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](http://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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