

October 17, 2011



# SiriusXM Introduces SiriusXM Edge, the First 2.0 Satellite Radio to Support the Expanded Channel Lineup, Including New Latin Channels

NEW YORK, Oct. 17, 2011 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today introduced the SiriusXM Edge Dock and Play Radio, the first satellite radio able to receive an expanded lineup of commercial-free music channels, sports, and comedy, as well as SiriusXM Latino, a new suite of Spanish-language channels.

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

The launch of SiriusXM Edge is part of the first phase of SiriusXM 2.0, a major upgrade and evolution of SiriusXM's satellite and Internet delivered service that will ultimately span hardware, software, audio, and data services. By employing highly efficient modulation and compression techniques introduced as part of 2.0 technology that effectively delivers 25% more bandwidth capacity, SiriusXM will expand its audio and data services without affecting the broadcast quality of existing channels.

SiriusXM Edge will be sold in stores nationwide and is available at [www.shop.siriusxm.com](http://www.shop.siriusxm.com) at an MSRP of \$139.99.

"We are excited to begin the SiriusXM 2.0 rollout with the new Edge radio," said Jim Meyer, President, Operations and Sales, SiriusXM. "Edge will be available at 2,500 retail locations by the holiday shopping season. Additional radios and features in upcoming phases of 2.0 will bring even more content and capabilities to our satellite and internet platforms, all providing exciting complements to our core radio services for subscribers."

The easy-to-use SiriusXM Edge receives all of the channels of previous satellite radios, allows customers to pause, rewind and replay live satellite radio programming, and boasts a large color graphic display to view artist name, song or show title, and channel information.

Edge also offers features for enjoying satellite radio, including:

- Browse other channels while listening to the current one.
- Store up to 10 favorite channels for one-touch access.
- Lock and unlock channels with mature content using easy-to-use parental control.
- One-Touch Jump™ to traffic and weather conditions to the most congested cities, or back to the previous channel.

SiriusXM Edge comes with a complete *PowerConnect* vehicle kit plus its universal docking capability makes it easy to transfer between compatible docks and sound systems for the

home, office, a second vehicle or portable use.

SiriusXM Edge receives the expanded channel lineup from SiriusXM, including new commercial-free music channels plus new sports and comedy channels including channels created with the [Rock and Roll Hall of Fame](#), [ESPN SportsCenter](#), comedy legend [George Carlin](#) and [Upright Citizens Brigade](#).

SiriusXM Edge receives the full SiriusXM Latino channel lineup. SiriusXM Latino is the most comprehensive Latin programming lineup available to radio listeners, including exclusive commercial-free music channels and a wide variety of music genres, including tropical, salsa, merengue, Latin pop hits, Latin hip-hop, Latin rock classics and more.

Listeners will also get 24/7 news and talk from [RadioFormula Mexico](#), the leading radio broadcaster from Mexico; sexy, smart, refined and exclusive adult programming showcasing Latin talent on [Playboy Radio en Espanol](#); and Spanish-language coverage of world-class professional sports on multiple Deportes en Vivo channels. SiriusXM Latino will also include Cristina Radio from Iconic talk show host Cristina Saralegui, and featuring lifestyle, health and family programming for Latinas. Cristina Radio, produced by National Latino Broadcasting, is launching in the coming months.

For more information on the new channel lineup in English and Spanish, 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](#) is America's satellite radio company. SiriusXM broadcasts more than [135 satellite radio channels](#) of [commercial-free music](#), and [premier sports](#), [news](#), [talk](#), [entertainment](#), [traffic](#), [weather](#), and data services to over 21 million subscribers. SiriusXM offers an array of content from many of the biggest names in entertainment, as well as from professional sports leagues, major colleges, and national news and talk providers.

SiriusXM programming is available on more than 800 devices, including pre-installed and after-market radios in cars, trucks, boats and aircraft, [smartphones](#) and [mobile devices](#), and consumer electronics products for [homes](#) and [offices](#). SiriusXM programming is also available at [siriusxm.com](http://siriusxm.com), and on [Apple](#), [BlackBerry](#) and [Android](#)-powered mobile devices.

SiriusXM has arrangements with every major [automaker](#) and its radio products are available for sale at [shop.siriusxm.com](http://shop.siriusxm.com) as well as retail locations nationwide.

*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," "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 statement: our competitive position versus other forms of audio and video entertainment; our ability to retain subscribers and maintain our average monthly revenue per subscriber; our dependence upon automakers and other third parties; our substantial indebtedness; and the useful life of our satellites, which, in most cases, are not insured. 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, 2010, 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.*

[Follow SiriusXM on Twitter](#) or [like the SiriusXM page on Facebook](#).

## **R-SIRI**

Contact for SiriusXM:

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

SOURCE Sirius XM Radio