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Toyota Customers Receive 3-Month SiriusXM Trial Subscription on Toyota Certified Used Vehicles and Scion Certified Pre-Owned Vehicles

NEW YORK, March 21, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) and Toyota Motor Sales, U.S.A., today announced that customers across the United States will receive a 3-month trial subscription to satellite radio and available SiriusXM services when they purchase a Toyota Certified Used Vehicle or a Scion Certified Pre-Owned Vehicle equipped with a SiriusXM radio.

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

Customers purchasing Toyota Certified Used Vehicles and Scion Certified Pre-Owned Vehicles will have access to SiriusXM's commercial-free music, and premier sports, news, talk, entertainment plus traffic and weather information. In addition, customers will also get XM NavTraffic on select vehicles equipped with navigation.

"This offer gives customers buying Toyota Certified Used Vehicles and Scion Certified Pre-Owned Vehicles the world's best audio entertainment available on the road, and we look forward to working with Toyota and Scion dealers to provide even more of their customers the opportunity to listen to SiriusXM when buying any Certified Used Vehicle equipped with a satellite radio from Toyota," said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing Division, SiriusXM.

"Giving our customers SiriusXM for three months adds value to our Certified Used Vehicle Program," said Dave Depew, Corporate Fleet Manager, Toyota Motor Sales, U.S.A. "It gives our Certified Used Vehicle customers the opportunity to experience services from SiriusXM that enhance the experience of driving Toyota vehicles equipped with easy-to-use, state-of-the-art products such as satellite radio."

Toyota will continue to give customers purchasing new Toyota and Scion vehicles equipped with satellite radio a 3-month SiriusXM subscription, featuring more than 135 channels of commercial-free music, and premier sports, live news, talk and entertainment.

For more information on SiriusXM, please visit www.siriusxm.com.

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](#), 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](#) 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," "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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