

March 26, 2012



¡Inspírate! Launches on Sirius XM Radio

WorldBand Media's inspirational channel features AARP's "VIVA Su Segunda Juventud," targeting dynamic Hispanic market

Channel to include live coverage of Pope Benedict XVI's anticipated visit to Cuba

NEW YORK, March 26, 2012 /PRNewswire/ -- WorldBand Media (WBM) announced today the launch of ¡Inspírate!, an inspirational Spanish-language talk channel on SiriusXM channel 145. With its rich programming, ¡Inspírate! offers Hispanics in the US compelling news, talk and advice for a fuller, more meaningful life.

(Logo: <https://photos.prnewswire.com/prnh/20101019/NY84997LOGO>)

"It's a name that says it all: ¡Inspírate! - Be Inspired!" said Carey Davis, veteran radio broadcaster and Chief Operating Officer of Hispanic services for WorldBand Media.

"¡Inspírate! provides radio with meaning," Davis said. "We are excited to have partnered with leading Hispanic content providers, shows, and personalities to ensure the delivery of content with real meaning to the largest and fastest-growing minority group in the United States today."

As part of its original programming line-up, ¡Inspírate! offers SiriusXM listeners *VIVA Su Segunda Juventud*, hosted by Gabriela Zabalúa-Goddard and José López Zamorano, two nationally recognized journalists with AARP. The daily show provides the latest information on health, finance and consumer issues from experts, leaders, authors, and celebrities who are at the forefront of Hispanic culture. In addition, *Viva Su Segunda Juventud* offers daily lifestyle and inspirational segments from Lorraine Cortés-Vázquez, AARP's Executive Vice President of Multicultural Markets.

"This exciting collaboration gives AARP a new and robust vehicle through which we can deliver trusted and culturally relevant information to the Latino community," said Cortés-Vázquez. "We look forward to connecting with a broader Hispanic audience. *VIVA Su Segunda Juventud* is both entertaining and informative with optimistic viewpoints that encourage listeners to fully enjoy the second half of their lives."

In addition, ¡Inspírate! is the first channel to launch daily commentary from the former President of Mexico, Vicente Fox, and former First Lady Marta Sahagún. From world events to issues close to home, listeners can hear it first hand from Vicente Fox with his commentary, "The Leader is YOU," as part of the new, fast-paced morning talk program, *La Guadalupana*.

Portada, which also airs on SiriusXM's ¡Inspírate! channel 145, features veteran radio host Luis Miranda interviewing journalists, elected officials and Latino activists. Produced by Diego Olivé, the daily radio show will have reporters from ImpreMedia, the nation's largest

Spanish language publisher, focusing on the stories behind the headlines in the morning's papers.

The channel will also offer live coverage of Pope Benedict XVI's hugely anticipated visit to Cuba-including coverage of the Pope's mass and sermon from Plaza de la Revolución in Habana on Wednesday, March 28 -with commentary from Padre Walter.

"We are extremely proud that WorldBand Media was picked by SiriusXM and am excited to launch our Spanish language inspirational channel on satellite radio," said CEO Prabha Selvadurai. "Our target audience is upwardly mobile and much sought-after by advertisers. With compelling content like this, we have a winning formula," he said.

For the full ¡Inspírate! programming schedule, visit <http://www.siriusxm.com/channellineup>.

About WorldBand Media

WorldBand Media's vision is to deliver compelling media content to under-served audiences across North America over all platforms. The company operates 12 Radio Stations across 6 States in the US reaching out to over 3.5 million South Asians under the banner of HumDesi Radio. In 2010 WBM has also launched FIFA WorldCup Soccer in partnership with ESPN/FIFA across North America in multiple languages including Cantonese, Mandarin, Hindi, Korean, Portuguese, Greek amongst others.

About AARP

AARP is a nonprofit, nonpartisan organization with a membership that helps people 50+ have independence, choice, and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for 50+ Americans and the world's largest-circulation magazine with over 35.1 million readers; AARP Bulletin, the go-to news source for AARP's millions of members and Americans 50+; AARP VIVA, our bilingual multimedia platform for Hispanic members; and our website, AARP.org. AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

About Sirius XM Radio

[Sirius XM Radio](#) (Nasdaq: SIRI) 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.

Media Contacts:

WorldBand Media

Carey Davis, COO / Hispanic Services

1-855-467-7123 x 320

www.WorldBandMedia.com

AARP Media Relations

Kristin Palmer

202-434-2560

media@aarp.org

Sirius XM Radio

Michelle Domínguez

212.901.6792

Michelle.Dominguez@siriusxm.com

SOURCE Sirius XM Radio