

September 3, 2009



## College Football Season Kicks Off on SIRIUS XM Sept. 3

**SIRIUS XM to air 51 opening weekend games - featuring 22 of the top 25 teams in the preseason coaches' poll**

**SIRIUS and XM listeners will get live play-by-play from teams in the SEC, ACC, Big Ten, Big 12, Big East, Pac-10, Mountain West Conference, Conference USA and Ivy League, plus HBCU and Notre Dame games**

NEW YORK, Sept. 3 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) will kick off its college football coverage today, Sept. 3, airing 51 games over the season's opening weekend.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080819/NYTU044LOGO>)

Throughout the 2009 season, SIRIUS XM will broadcast dozens of college football games each weekend featuring teams from the SEC, ACC, Big Ten, Big 12, Big East, Pac-10, Conference USA, Mountain West Conference and Ivy League.

For opening weekend, Sept. 3-7, SIRIUS XM will air games featuring 22 of the top 25 schools in the 2009 *USA Today* preseason coaches' poll, including all top five teams - Florida, Texas, Oklahoma, USC and Alabama.

Some games will be available to SIRIUS and XM subscribers only through the "Best of XM" and "Best of SIRIUS" programming packages.

With SIRIUS XM, college football fans from coast to coast will have access to some of this season's most anticipated games, including USC-Ohio State (Sept. 12), USC-Notre Dame (Oct. 17), Oklahoma-Texas (Oct. 17), Florida-Georgia (Oct. 31), Penn State-Ohio State (Nov. 7), Ohio State-Michigan (Nov. 21), Auburn-Alabama (Nov. 27), UCLA-USC (Nov. 28), Army-Navy (Dec. 12), the SEC, ACC, Big 12 and C-USA Championship games and many others. For a schedule of upcoming games on SIRIUS XM, visit [www.sirius.com/collegesports](http://www.sirius.com/collegesports) and [www.xmradio.com/collegesports](http://www.xmradio.com/collegesports).

SIRIUS XM will offer live play-by-play broadcasts of every Notre Dame regular season game on The Catholic Channel, available to basic SIRIUS and XM subscribers on SIRIUS channel 159 and XM channel 117. The games will also be available on SIRIUS Internet Radio and XM Radio Online, the Internet versions of the SIRIUS and XM radio services.

This fall, SIRIUS XM will broadcast a Historically Black College and University (HBCU) Game of the Week. The Saturday, Sept. 5 game will feature Tennessee St. @ Alabama A&M on SIRIUS channel 113 and XM channel 243.

In addition to live play-by-play, SIRIUS XM airs original talk shows that cover the college game from sideline to sideline with news, highlights and season-long analysis of the nation's teams and conferences, Heisman Trophy contenders, and the race for the National Championship.

*Rivals Radio*, hosted by college sports insiders Bill King and Chris Childers, covers the college game in-depth every weekday morning (7 - 11 am ET) year-round exclusively on SIRIUS XM Sports Nation, SIRIUS channel 122 and XM channel 143.

On Saturday mornings, *Rivals Radio* will offer a game day preview show hosted by Childers from 8 - 10 am ET, followed by *SIRIUS XM's College Football Coast to Coast*, hosted by T.J. Rives from 10 am - 12 pm ET, which will feature interviews with coaches from around the country. Both shows will air on SIRIUS XM Sports Nation.

Saturday nights throughout the season (7 pm - midnight ET), fans can tune in to Mad Dog Radio, SIRIUS channel 123 and XM channel 144, for the *SIRIUS XM College Football Scoreboard Show*, which will present a roundup of everything happening around the college football landscape, with live listen-ins to games in progress and that day's highlights from around the country.

*Longhorn Sportsline*, hosted by University of Texas coach Mack Brown and Longhorns play-by-play man Craig Way, will air every Friday (1 pm ET) throughout the season on XM channel 231 and SIRIUS channel 211(Best of XM).

*The 2009 SEC Football Kickoff Show*, a six-hour preview of all SEC teams as they head into the season, will air this today, Sept. 3 from 11 am - 5 pm ET on XM channel 199 and SIRIUS channel 211(Best of XM).

College Football on SIRIUS XM - Opening Weekend Schedule: (All times ET)

Date/Kickoff Time			SIRIUS Channels:		XM Channels:	
			Away Feed	Home Feed	Away Feed	Home Feed
Thu 9/03	5:55 PM	South Carolina @ NC St.	218*	220*	199	190
Thu 9/03	7:00 PM	ND St. @ Iowa St.		153		
Thu 9/03	9:00 PM	Utah St. @ Utah		155		112**
Thu 9/03	10:15 PM	Oregon @ Boise St.	211*		193	
Sat 9/05	12:00 PM	Navy @ Ohio St.	121	123	102**	144
Sat 9/05	12:00 PM	Minnesota @ Syracuse		127		103**
Sat 9/05	12:00 PM	Liberty @ West Virginia		122		106**
Sat 9/05	12:00 PM	Kentucky @ Miami (Ohio)	214*		199	
Sat 9/05	12:00 PM	Appalachian St. @ E. Carolina		113		104**
Sat 9/05	12:00 PM	Montana St. @ Michigan St.		216*		196
Sat 9/05	12:15 PM	W. Kentucky @ Tennessee		211*		200
Sat 9/05	1:00 PM	Jacksonville St. @ Georgia Tech		220*		190
Sat 9/05	1:00 PM	Youngstown St. @ Pittsburgh		126		105**
Sat 9/05	2:00 PM	Northeastern @ Boston College		219*		191
Sat 9/05	2:30 PM	Portland St. @ Oregon St.		213*		194
Sat 9/05	3:30 PM	Baylor @ Wake Forest	161	218*		192
Sat 9/05	3:30 PM	W. Michigan @ Michigan		121		
Sat 9/05	3:30 PM	Georgia @ Oklahoma St.	212*	123	201	144
Sat 9/05	3:30 PM	Nevada @ Notre Dame		159		117
Sat 9/05	3:30 PM	San Jose St. @ USC		127		103**
Sat 9/05	3:30 PM	Jackson St. @ Mississippi St.		215*		200

Sat 9/05	3:40 PM	Missouri @ Illinois	122		106**	
Sat 9/05	4:00 PM	Tennessee St. @ Alabama A&M		113		243
Sat 9/05	6:00 PM	The Citadel @ North Carolina		220*		190
Sat 9/05	6:00 PM	Richmond @ Duke		219*		191
Sat 9/05	6:00 PM	Middle Tennessee @ Clemson		217*		193
Sat 9/05	6:00 PM	William & Mary @ Virginia				141
Sat 9/05	8:00 PM	Stanford @ Washington St.		214*		195
Sat 9/05	7:00 PM	Wofford @ South Florida		153		
Sat 9/05	7:00 PM	Missouri St. @ Arkansas		211*		197
Sat 9/05	7:00 PM	LA-Monroe @ Texas		213*		231
Sat 9/05	7:00 PM	Army @ Eastern Michigan	91			
Sat 9/05	7:00 PM	Florida Atlantic @ Nebraska		121		
Sat 9/05	7:00 PM	BYU @ Oklahoma		127		103**
Sat 9/05	7:00 PM	New Mexico @ Texas A&M		130		
Sat 9/05	7:00 PM	North Dakota @ Texas Tech		125		
Sat 9/05	7:00 PM	Charleston Southern @ Florida		215*		199
Sat 9/05	7:00 PM	Louisiana Tech @ Auburn		216*		200
Sat 9/05	7:10 PM	Massachusetts @ Kansas St.		161		
Sat 9/05	7:30 PM	Western Carolina @ Vanderbilt				198
Sat 9/05	7:30 PM	San Diego St. @ UCLA		122		106**
Sat 9/05	7:30 PM	Indiana St. @ Louisville		158		
Sat 9/05	8:00 PM	Alabama @ Virginia Tech	212*	218*	201	192
Sat 9/05	9:00 PM	Central Michigan @ Arizona				195
Sat 9/05	10:00 PM	Maryland @ California		220*	190	193
Sat 9/05	10:00 PM	Idaho St. @ Arizona St.		214*		196
Sat 9/05	10:30 PM	LSU @ Washington	219*	216*	200	194
Sun 9/06	3:30 PM	Ole Miss @ Memphis	220*		199	
Sun 9/06	7:00 PM	Colorado St. @ Colorado		91		108**
Mon 9/07	4:00 PM	Cincinnati @ Rutgers		211*		234
Mon 9/07	8:00 PM	Miami @ Florida St.		220*		190

\*Denotes a "Best of XM" channel

\*\*Denotes a "Best of SIRIUS" channel

Schedule subject to change.

### *About SIRIUS XM Radio*

SIRIUS XM Radio is America's satellite radio company delivering to subscribers commercial-free music channels, premier sports, news, talk, entertainment, and traffic and weather.

SIRIUS XM Radio has content relationships with an array of personalities and artists, including Howard Stern, Martha Stewart, Oprah Winfrey, Jimmy Buffett, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge(R), The Grateful Dead, Willie Nelson, Bob Dylan, Tom Petty, and Bob Edwards. SIRIUS XM Radio is the leader in sports programming as the Official Satellite Radio Partner of the NFL, Major League Baseball(R), NASCAR(R), NBA, NHL(R), and PGA TOUR(R), and broadcasts major college sports.

SIRIUS XM Radio has arrangements with every major automaker. SIRIUS XM Radio products are available at [shop.sirius.com](http://shop.sirius.com) and [shop.xmradio.com](http://shop.xmradio.com), and at retail locations nationwide, including Best Buy, RadioShack, Target, Sam's Club, and Wal-Mart.

SIRIUS XM Radio also offers SIRIUS Backseat TV, the first ever live in-vehicle rear seat entertainment featuring Nickelodeon, Disney Channel and Cartoon Network; XM NavTraffic(R) service for GPS navigation systems delivers real-time traffic information, including accidents and road construction, for more than 80 North American markets.

*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 the benefits of the business combination transaction involving SIRIUS and XM, including potential synergies and cost savings and the timing thereof, future financial and operating results, the combined company's 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," "anticipate," "believe," "plan," "estimate," "intend," "will," "should," "may," or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of SIRIUS' and XM's management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond the control of SIRIUS and XM. 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 substantial indebtedness; the businesses of SIRIUS and XM may not be combined successfully, or such combination may take longer, be more difficult, time-consuming or costly to accomplish than expected; the useful life of our satellites; our dependence upon automakers and other third parties; our competitive position versus other forms of audio and video entertainment; and general economic conditions. Additional factors that could cause SIRIUS' and XM's results to differ materially from those described in the forward-looking statements can be found in SIRIUS' Annual Report on Form 10-K for the year ended December 31, 2008 and XM's Annual Report on Form 10-K for the year ended December 31, 2008, which are 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 SIRIUS and XM disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication.*

#### **P-SIRI**

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