

January 27, 2012



# Bill Polian Signs On With SiriusXM NFL Radio

**Former Indianapolis Colts Vice Chairman and six-time "Executive of the Year" makes his broadcast debut January 30**

NEW YORK, Jan. 27, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that former Indianapolis Colts Vice Chairman Bill Polian has joined SiriusXM NFL Radio, the only radio channel dedicated to the NFL 24 hours a day, 365 days a year.

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

Polian will make his debut on Monday, January 30, on *Late Hits* (8:00 – 11:00 pm ET). He'll host the show again on Wednesday, February 1, and Friday, February 3, and will be heard regularly on the channel throughout the year. SiriusXM NFL Radio is available to listeners nationwide on channel 88 on Sirius and XM Premier (formerly known as "The Best of Sirius").

"I've been a guest on SiriusXM NFL Radio many times and it is an outstanding source for league news and information," said Polian. "Now I get to be the one asking the questions. I'm excited to get on the air to talk shop with players, executives and coaches around the league and interact daily with many of the great fans who have helped make the NFL the most successful sports league in the world."

"Bill Polian is one of the most respected front office executives the NFL has had and we're thrilled to have him join our All-Star team of SiriusXM NFL Radio analysts," said Steve Cohen, SiriusXM's SVP of Sports Programming. "When it comes to evaluating talent, breaking down a draft class, assessing rosters and other matters that are critical to the success of an NFL team, there's nobody better. Our listeners will learn a great deal from him when he's on our airwaves."

Polian built a reputation throughout his front office career as a superb talent evaluator and executive. He served as President and Vice Chairman of the Indianapolis Colts from 1997 through 2011, overseeing all football and administrative aspects of the club and guiding the franchise through an extraordinary period of success. Under Polian's direction, the Colts selected quarterback Peyton Manning with the #1 pick in the 1998 NFL Draft. Manning went on to become a four-time league MVP, leading a long list of players signed by Polian who went on to become stars including Dwight Freeney, Dallas Clark, Edgerrin James, Marvin Harrison, Reggie Wayne and many others. During Polian's tenure, the Colts went to the playoffs 11 times, won eight division titles and two AFC Championship games, and defeated the Chicago Bears in Super Bowl XLI.

Before joining the Colts, Polian was the first general manager of the expansion Carolina Panthers, leading the team's front office from 1994 to 1997. Remarkably, the Panthers went to the NFC Championship game in only its second year of existence. Prior to his tenure in

Carolina, Polian was the general manager of the Buffalo Bills for seven seasons. He was promoted to the position at the tail end of the 1985 campaign as the team was finishing up its second consecutive 2-14 season. The Bills would go on to make the playoffs in six consecutive seasons (1988-93) and win four consecutive AFC Conference Championships (1990-93).

In his 24 seasons as a general manager with Indianapolis, Carolina and Buffalo, Polian's teams made 17 playoff, eight championship game and five Super Bowl appearances. He served as Vice President of Football Development for the NFL during the 1993 season. He helped formulate and implement the NFL's current Collective Bargaining Agreement and he was a member of the league's Competition Committee, Diversity Committee, Management Council Senior Executive Committee and was Chairman of the College Relations Committee. He is the first six-time winner of the Executive of the Year award from *The Sporting News*, an honor bestowed on him by his peers.

As the Official Satellite Radio Partner of the NFL, SiriusXM broadcasts every NFL game live nationwide, from the pre-season through the Pro Bowl and Super Bowl, plus live NFL talk every day of the year on SiriusXM NFL Radio, channel 88. For more information on SiriusXM's NFL coverage, visit [www.siriusxm.com/nfl](http://www.siriusxm.com/nfl).

### **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; potential economic recessionary trends and uncertain economic outlook; 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.*

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