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SiriusXM Announces Wide-Ranging Programming Plans for Super Bowl

Listeners get 13 individual broadcasts of Super Bowl XLVI in 10 languages

Super Bowl Week programming features unparalleled mix of sports, entertainment and music

Live shows from SiriusXM NFL Radio, Rosie O'Donnell, Mad Dog Radio, Larry the Cable Guy, Sway Calloway, Maurice Jones-Drew, Fran Tarkenton and others

NEW YORK, Jan. 30, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI), the Official Satellite Radio Partner of the NFL, announced today that it will broadcast Super Bowl XLVI in 10 languages, offering listeners 13 different live broadcasts plus a wide mix of sports and entertainment programming from Indianapolis throughout Super Bowl Week.

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

On Super Bowl Sunday, February 5 (6:00 pm ET), SiriusXM will offer the most extensive lineup of play-by-play broadcasts live from Lucas Oil Stadium to SiriusXM subscribers*. Subscribers who have SiriusXM Internet Radio access in addition to their satellite radio subscription can also listen to the game online through their computers and through the SiriusXM Internet Radio App for smartphone and wireless devices.

- New England Patriots broadcast - Sirius 86 / XM 226 / Online 879
- New York Giants broadcast - Sirius 92 / XM 225 / Online 881
- National radio broadcast – Sirius 88 / XM 88 / Online 88
- Spanish broadcast – Sirius 149 / XM 234 / Online 870 **
- BBC Radio broadcast – Sirius 93 / XM 227 / Online 861
- Chinese broadcast – Sirius 139 / XM 231 / Online 866
- Japanese broadcast – Sirius 94 / XM 228 / Online 862
- German broadcast – Sirius 138 / XM 233 / Online 865
- Hungarian broadcast - Sirius 113 / XM 235 / Online 869
- Portuguese broadcast – Sirius 137 / XM 230 / Online 864
- Russian broadcast - Sirius 117 / XM 236 / Online 868
- Dutch broadcast - Sirius 134 / XM 229 / Online 863
- French broadcast – Sirius 136 / XM 232 / Online 867

* NFL programming is available to Sirius subscribers, XM Premier (formerly known as "The Best of Sirius") and SiriusXM Premier subscribers. (Visit www.siriusxm.com/subscriptions for info.)

** The Spanish-language broadcast of the Super Bowl will also air on SiriusXM Latino, the new suite of Spanish-language channels available via satellite on SiriusXM Edge and Lynx radios and online. Subscribers will find the broadcast on XM channel 550 and online on channel 950.

Starting Monday, January 30, SiriusXM NFL Radio will broadcast live every day from the NFL's Radio Row in Indianapolis, offering listeners the latest news and expert analysis leading up to the biggest game of the year, plus dozens of interviews with players, coaches, league executives and celebrities in town for the event. Available on channel 88 on Sirius and XM Premier, SiriusXM NFL Radio features a lineup of expert hosts that includes Gil Brandt, Derrick Brooks, Rich Gannon, Pat Kirwan, Jim Miller, Bob Papa, Tim Ryan, Solomon Wilcotts, Adam Schein and others.

SiriusXM NFL Radio will broadcast live from Media Day at Lucas Oil Stadium on Tuesday, January 31, offering one-on-one interviews with players and coaches from the Patriots and Giants. On Saturday, February 4 at 5:00 pm ET, SiriusXM NFL Radio will provide live coverage as the Pro Football Hall of Fame's Class of 2012 is announced, plus interviews with the newly elected Hall of Famers. The channel will also have live coverage from Lucas Oil Stadium after the game on Sunday, featuring interviews with the Super Bowl XLVI MVP, the winning head coach and other players.

In addition to SiriusXM NFL Radio's comprehensive coverage, SiriusXM will offer a myriad of programming options throughout Super Bowl Week from the worlds of sports, entertainment and music.

Rosie O'Donnell will host a special edition of SiriusXM's *Rosie Radio*, featuring celebrity guests, live from Radio Row in Indianapolis on Friday from 12:00 to 2:00 pm ET on SiriusXM Stars (channel 107).

SiriusXM's Christopher 'Mad Dog' Russo will be in Indianapolis all week to host his daily show, *Mad Dog Unleashed*, live from Radio Row from 2:00 to 7:00 pm ET. The show is the anchor program for SiriusXM's all-sports talk channel, Mad Dog Radio (channel 86).

Mad Dog Radio's Dino Costa will host *The Dino Costa Show* live from 7:00 to 11:00 pm ET from multiple locations around Indianapolis throughout the week including Radio Row (Mon.), Nicky Blaine's Cocktail Lounge (Tue.), the NFL Experience (Wed.), Buffalo Wild Wings (Thurs.), and the High Velocity Bar at the JW Marriott (Fri.). Costa will also host live from Radio Row on Saturday from 11:00 am to 2:00 pm ET.

Evan Cohen, of Mad Dog Radio's *Evan & Phillips in the Morning*, will host the show from Radio Row on Thursday and Friday from 6:00 to 10:00 am ET.

Comedian Larry the Cable Guy will be featured on a Blue Collar Radio special airing live from Radio Row on Wednesday from 2:00 to 3:00 pm ET (channel 97).

Sway Calloway will host *Sway in the Morning*, his live weekday show on Eminem's Shade 45 channel, live from Radio Row on Thursday and Friday at 8:00 am ET (channel 45).

On Thursday, Jacksonville Jaguars Pro Bowl running back Maurice Jones-Drew will be on Radio Row to host his SiriusXM Fantasy Sports Radio show, *Runnin' with MJD*, live from

4:00 to 6:00 pm ET (channel 87 on XM and channel 210 on Sirius Premier).

Hall of Fame quarterback Fran Tarkenton will host a special broadcast from Radio Row on Friday at 3:00 pm ET. The show will air on SiriusXM Stars Too (channel 104) on Friday at 10:00 pm, Saturday at 2:00 pm and Sunday at 8:00 am ET.

SiriusXM's *Covino & Rich*, hosted by Steve Covino and Rich Davis on SiriusXM Stars Too (channel 104, weekdays at 11:00 am ET), will broadcast from spots around Indianapolis, including the Maxim Party and Radio Row.

Additionally, on Friday, Saturday and Sunday, SiriusXM listeners can tune in for regular traffic and weather reports for the Indianapolis area on SiriusXM channel 145.

As the Official Satellite Radio Partner of the NFL, SiriusXM broadcasts every NFL game live nationwide, from the preseason through the Pro Bowl and Super Bowl.

Visit www.siriusxm.com/superbowl for more information.

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," "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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