

February 1, 2012



SiriusXM Celebrates 10 Years of Satellite Radio with a Concert by Bruce Springsteen and the E Street Band at the Apollo Theater on March 9, 2012

Special concert event only for SiriusXM to air live on E Street Radio

NEW YORK, Feb. 1, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that Bruce Springsteen and the E Street Band will perform at Harlem's world famous Apollo Theater for the first time at a special concert event, only for SiriusXM, to celebrate 10 years of satellite radio.

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

The concert will be held on Friday, March 9 at 8:00 pm ET, three days after the release of Springsteen's new album *Wrecking Ball*. The concert will air live nationwide on Bruce Springsteen's E Street Radio, channel 20.

"We are proud and excited to celebrate ten years of satellite radio with one of the most enduring superstars of popular music, and true friends of SiriusXM, Bruce Springsteen and the E Street Band," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Bruce's music, now more than ever, reflects the attitudes and controversies, and the personal and national conversations of our time. This concert offers our subscribers the opportunity to hear Springsteen and the E Street Band perform in one of the most intimate and historic settings in the world."

In celebration of SiriusXM's tenth anniversary, the company, on behalf of its employees and Bruce Springsteen and the E Street Band, is proud to announce that it will make a contribution to WhyHunger, the non-profit organization founded in 1975 by late musician Harry Chapin and current executive director Bill Ayres. WhyHunger is a leader in the fight against hunger and poverty in the United States and around the world. SiriusXM's continued support of WhyHunger is part of its "Sound of Change" initiative, the program designed to generate awareness, action and funds for designated charitable causes.

Subscribers will have the opportunity to win tickets to the event through dedicated listener emails as well as various call-in promotions on E Street Radio and across SiriusXM's diverse music, talk and sports on-air channels. SiriusXM subscribers can also enter for the chance to win tickets by going to www.siriusxm.com beginning February 1, 2012. In addition, SiriusXM host and prominent rock journalist Dave Marsh will also give away one grand prize travel package during his E Street Radio show, *Live From E Street Nation*, including four tickets to the concert, a paid trip to New York City, two nights lodging and the opportunity to guest DJ on E Street Radio. All online and on-air sweepstakes opportunities to win tickets to the concert are limited to listeners who have been an active subscriber continuously since

January 24, 2012, and meet certain other conditions of eligibility. See Official Rules at www.siriusxm.com starting February 1, 2012.

Marking his 17th studio album, *Wrecking Ball* features 11 new Springsteen recordings and was produced by Ron Aniello with Bruce Springsteen and executive producer Jon Landau.

Currently in its 78th year, the legendary non-profit Apollo Theater is known for launching the careers of countless legendary performers, and has been a catalyst for artistic excellence and innovation since it opened its doors in 1934. The Apollo's new artistic vision builds on its legacy and new Apollo programming has music as its core, driving large scale and more intimate music, dance and theater presentations. For more information, visit www.apollotheater.org.

E Street Radio offers SiriusXM listeners unprecedented access to the music of Bruce Springsteen and the E Street Band, including concert broadcasts, rare archival recordings as well as insider reports and breaking news.

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," "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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