

February 8, 2012



Fern Mallis Undresses Fashion Week on SiriusXM

Fashion industry titan offers fashion-obsessed listeners across the country the ultimate insider access to Fashion Week

Runway news as it happens, in-depth interviews with designers and industry elite, special reports from the Mercedes-Benz Fashion Week Tents and other locations throughout New York City

NEW YORK, Feb. 8, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced that Fern Mallis – the internationally renowned fashion industry visionary widely credited as the creator of New York Fashion Week – will cover Fall 2012 Fashion Week during special daily broadcasts of her SiriusXM show *Fashion Insiders with Fern Mallis*, offering millions of listeners unprecedented, insider access to Fashion Week and the most prominent names in the industry.

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

Mallis' extensive coverage of New York's Fall 2012 Fashion Week includes intimate conversations with some of the fashion world's biggest personalities – including backstage interviews with Tommy Hilfiger and Carolina Herrera – special reports from locations throughout New York City including the Mercedes-Benz Fashion Week Tents and a series of live, call-in shows on which she will share the untold stories about what's happening behind-the-scenes and off the runway.

Mallis' guests throughout the week will include fashion designers and industry insiders such as Betsey Johnson, Nanette Lepore, Vivienne Tam, Christian Siriano, Reem Acra, Chris Benz, Peter Som, Simon Doonan, Christian Cota and Ivan Bart of IMG Models – as well as beauty experts, top stylists, buyers from major retailers, leading fashion editors and influential bloggers.

Fashion Insiders with Fern Mallis Fashion Week coverage kicks off Friday, February 10 at 12:00 pm ET and will air weekdays throughout Fashion Week on SiriusXM Stars channel 107. Fern Mallis' Fashion Week coverage will culminate with a live, recap special on Friday, February 17 from 7:00 – 8:00 pm ET.

Mallis brought New York City to the forefront of the fashion world in 1993 when she served as Executive Director of CFDA, Council of Fashion Designers of America. As Senior Vice President, IMG Fashion she was instrumental in creating Fashion Week in Los Angeles and Miami and traveled the world as Fashion Week's global ambassador to cities including Mumbai, Berlin, Sydney, Tokyo, Dubai and Moscow. Today, she is president of Fern Mallis LLC, her own leading international fashion and design consultancy firm.

On *Fashion Insiders with Fern Mallis*, Mallis and notable guests – including Calvin Klein, Norma Kamali and Donna Karan – explore the industry through a kaleidoscope lens – looking at the brands, the business and the personalities from a global perspective and in the context of historical, social and cultural impact and significance.

Visit www.siriusxm.com/siriusxmstars for the complete Fashion Week programming lineup and 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.

[Follow SiriusXM on Twitter](#) or [like the SiriusXM page on Facebook](#).

P-SIRI

Contact for SiriusXM:

Hillary Schupf

212.901.6739

hillary.schupf@siriusxm.com

SOURCE Sirius XM Radio