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SIRIUS XM Gives Listeners the Choice to Customize Programming

"Best of Both" and A La Carte Packages Available Immediately

More Choices at Lower Prices Across the Board and In-Time for Holiday Shopping

NEW YORK, Oct. 2 /PRNewswire-FirstCall/ --SIRIUS XM Radio (Nasdaq: SIRI) today unveiled an unprecedented offering of new programming packages and better pricing. The company's "Best of Both" programming options and A La Carte channel choices are available effective immediately.

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

Best of Both

For the first time ever, XM subscribers can add select SIRIUS channels to their existing service, and SIRIUS subscribers can add select XM channels to their service. These "Best of Both" packages will be available at a monthly cost of \$16.99, which is only \$4.04 more than the cost of a monthly subscription to one of the services. Most subscribers can add the premier programming without purchasing a new radio.

- XM subscribers can add "The Best of SIRIUS" featuring Howard Stern and his two 24/7 channels; Martha Stewart Living Radio dedicated to entertaining, cooking and more with Martha and her lifestyle experts; SIRIUS NFL Radio and play-by-play of every NFL game through the regular season, playoffs and Super Bowl; SIRIUS NASCAR Radio and broadcasts of every NASCAR race; and the smart and sexy exclusive talk of Playboy Radio. XM subscribers will also have access to play-by-play action from the country's leading college teams.
- SIRIUS subscribers can add "The Best of XM" channels featuring Oprah Winfrey and her full time channel, Oprah & Friends; The Virus featuring irreverent radio personalities Opie and Anthony, as well as comedic daytime hosts Ron and Fez; XM Public Radio featuring exclusive interviews and documentaries from the award winning Bob Edwards; play-by-play of select NBA and NHL games; and live coverage of all the events of the PGA TOUR. SIRIUS subscribers will also have access to play-by-play of select games from college's biggest conferences.

XM subscribers can add "The Best of SIRIUS" channels by calling 1-866-9SIRIXM (866-974-7496) or go to XMRadio.com for complete details. SIRIUS subscribers can add "The Best of XM" channels by calling 1-888-7BESTXM (888-723-7896), or go to SIRIUS.com for complete details.

"One of the most exciting benefits of the SIRIUS and XM merger is giving subscribers the chance to expand their subscriptions to include 'The Best of Both' services. Given the popularity of programming on both SIRIUS and XM, we expect many subscribers will upgrade their current subscriptions," said Jim Meyer, SIRIUS XM Radio President,

Operations and Sales. "It's hard to imagine an XM subscriber who wouldn't be interested in adding Howard Stern and NFL games, or a SIRIUS subscriber who wouldn't want to get Oprah's channel or follow the games of the NBA and NHL, and the world's best golfers on the PGA TOUR."

A La Carte - The First Ever in Subscription Media

Today also marks the official launch of a la carte-capable radios and the unveiling of A La Carte programming packages. The first a la carte-capable radio is the SIRIUS Starmate 5 (MSRP: \$129.99) now available at Best Buy, Crutchfield, RadioShack and regional retailers. Starmate 5 radios are also available at www.shop.sirius.com.

More information about the new programming packages and pricing for XM and SIRIUS is available online at www.xmradio.com and www.sirius.com.

About SIRIUS XM Radio

SIRIUS XM Radio is America's satellite radio company delivering The Best Radio on Radio(TM) to more than 18 million subscribers, including 100% commercial free music, and premier sports, news, talk, entertainment, traffic and weather.

SIRIUS XM Radio has content relationships with an array of personalities and artists, including Howard Stern, Oprah, Martha Stewart, Jimmy Buffett, Elvis, Jamie Foxx, Barbara Walters, Frank Sinatra, Opie & Anthony, The Grateful Dead, Willie Nelson, Bob Dylan, Dale Earnhardt Jr., 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, NASCAR, NBA, NHL, and PGA Tour, and broadcasts major college sports.

SIRIUS XM Radio has exclusive arrangements with every major automaker. SIRIUS XM Radio products are available at shop.sirius.com and shop.xmradio.com, and at retail locations nationwide, including Best Buy, Circuit City, 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 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 "anticipate," "believe," "plan," "estimate," "expect," "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: general business and economic conditions; the performance of financial markets and interest rates; the ability to obtain governmental approvals of the transaction on a timely basis; the failure to realize synergies and cost-savings from the transaction or delay in realization thereof; 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; and operating costs and business disruption following the merger, including adverse effects on employee retention and on our business relationships with third parties, including manufacturers of radios, retailers, automakers and programming providers. 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' and XM's Annual Reports on Form 10-K for the year ended December 31, 2007 and their respective Quarterly Reports on Form 10-Q for the quarter ended June 30, 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.

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