

August 5, 2010



## Star Wars Celebration Radio to Launch on SIRIUS XM Radio

**Limited-run channel will coincide with the official Lucasfilm convention from August 12-15, and will offer fans four days of everything Star Wars™ -- from droid races, to costume pageants to fan experiences and more**

NEW YORK, Aug. 5 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that it will launch *Star Wars* Celebration Radio, a four-day channel broadcasting live from *Star Wars* Celebration V at the Orange County Convention Center in Orlando, FL, starting Thursday, August 12 at 6:00 pm ET on SIRIUS channel 108 and XM channel 139.

(Logo: <https://photos.prnewswire.com/prnh/20080819/NYTU044LOGO> )

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*Star Wars* Celebration Radio will premiere on the first day of the official Lucasfilm event that celebrates the popular *Star Wars* series. The limited-run channel will feature interviews with stars from the *Star Wars* movies, as well as behind-the-scenes talent and celebrity fans. SIRIUS XM listeners will also be able to listen in on panel discussions from the Orange County Convention Center.

"*Star Wars* has some of the most dedicated and passionate fans you will find anywhere and we are proud to give them their own radio station," said Jeremy Coleman, Senior Vice President, Talk and Entertainment Programming, SIRIUS XM Radio. "Whether it is a play-by-play of droid races, a colorful account of Jedi Training, or just hearing Obi-Wan and Yoda on their radios, we know fans nationwide will be hooked."

The *Star Wars* Celebration Radio channel will be hosted by SIRIUS XM Radio on-air personalities Raw Dog Comedy's Mark Says Hi and Cinemagic's Dave Ziemer.

*Star Wars Celebration Radio* will air Thursday, August 12 through Sunday, August 15 on SIRIUS channel 108 and XM channel 139 exclusively on SIRIUS XM Radio.

For more information, please visit [www.sirius.com](http://www.sirius.com) or [www.xmradio.com](http://www.xmradio.com).

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### **About SIRIUS XM Radio**

SIRIUS XM Radio is America's satellite radio company delivering to subscribers commercial-

free music channels, premier sports, news, talk, entertainment, and traffic and weather.

SIRIUS XM Radio has content relationships with an array of personalities and artists, including Howard Stern, Martha Stewart, Oprah Winfrey, Rosie O'Donnell, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge(R), Bob Edwards, Chris "Mad Dog" Russo, Jimmy Buffett, The Grateful Dead, Willie Nelson, Bob Dylan and Tom Petty. SIRIUS XM Radio is the leader in sports programming as the Official Satellite Radio Partner of the NFL, Major League Baseball(R), NASCAR(R), NBA, NHL(R), and PGA TOUR(R) and major college sports.

SIRIUS XM Radio has arrangements with every major automaker. SIRIUS XM Radio products are available at [shop.sirius.com](http://shop.sirius.com) and [shop.xmradio.com](http://shop.xmradio.com), and at retail locations nationwide, including Best Buy, RadioShack, Wal-Mart and independent retailers.

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(R) 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 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 "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 SIRIUS 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: our dependence upon automakers and other third parties, the substantial indebtedness of SIRIUS and XM; the useful life of our satellites; and our competitive position versus other forms of audio and video entertainment. 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' Annual Report on Form 10-K for the year ended December 31, 2009 and XM's Annual Report on Form 10-K for the year ended December 31, 2009, 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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