

October 14, 2010



## **'Elton!' to Launch on SIRIUS XM Radio**

**Limited-run music channel coincides with Elton John and Leon Russell's "The Union" release**

**"Elton!" to feature exclusive interview with Elton John and Leon Russell conducted by director Cameron Crowe**

**Listeners to hear seven days of music spanning Elton John's career**

**Robert Downey Jr. and Andy Roddick to guest DJ on the channel**

NEW YORK, Oct. 14 /PRNewswire/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that it will launch "Elton!," a seven-day long, commercial-free music channel featuring music, interviews and special guest DJ sessions celebrating the release of Elton John and Leon Russell's new album, *The Union*.

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

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The limited-run channel will launch on Friday, October 15 at 3:00 pm ET and will run until Friday, October 22 at 3:00 am ET on SIRIUS channel 33 and XM channel 27.

"Elton!" will feature music spanning Elton John's prolific and award-winning career as well as music from Leon Russell's storied music past. Listeners will hear an interview with Elton John and Leon Russell conducted by director Cameron Crowe, during which Elton will talk at length about *The Union*, scheduled to be released on Decca Records on October 19, as well as various highlights from his 41-year career. "Elton!" will also feature interviews with T Bone Burnett, who produced *The Union*, and singer, songwriter and long-time Elton John collaborator, Bernie Taupin.

The seven-day music channel will also feature special guest DJ sessions with long-time Elton John fans actor Robert Downey Jr. and tennis superstar Andy Roddick. The two will play their favorite Elton John music and share stories about individual songs and of first falling in love with Sir Elton's music.

"Elton John is a unique cultural icon with an unmistakable voice who collaborates with Leon Russell as easily as he does with Alice in Chains or Lady Gaga," said Scott Greenstein, President and Chief Content Officer, SIRIUS XM Radio. "His influence spans generations and is felt everywhere."

"Elton!" is an example of SIRIUS XM's original, limited-run, artist-branded channels dedicated to iconic musicians. In addition to its current lineup of Bruce Springsteen's E Street Radio, Elvis Radio and Radio Margaritaville, SIRIUS XM has previously offered limited-run

channels such as "The Who Channel," "Mandatory Metallica," "Paul McCartney's Fireman Radio," "Rolling Stones Radio," "AC/DC Radio," "Led Zeppelin Radio," "Miles Davis Radio," "The Spectrum of John Mellencamp," "Radio R.E.M.," "Coldplay Nation," "ABBA Radio," "Neil Diamond Radio," "Jay-Z Nation," "Garth Brooks Radio" and "Duran Duran's Red Carpet Radio," among many others.

For more information on *The Union*, visit [www.eltonjohn.com](http://www.eltonjohn.com).

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

### **About SIRIUS XM Radio**

SIRIUS XM is America's satellite radio company, broadcasting more than 135 channels of commercial-free music, and premier sports, news, talk, entertainment, traffic, weather, and data services to 19.9 million subscribers in cars, trucks, boats and aircraft, and through a wide range of mobile devices.

SIRIUS XM offers an array of content from some of the biggest names in entertainment, as well as from professional sports leagues, major colleges, and national news and talk providers. SIRIUS XM programming is also available at [sirius.com](http://sirius.com) and [xmradio.com](http://xmradio.com), and on Apple iPhone and iPod touch, BlackBerry and Android-powered mobile devices using the SIRIUS XM Premium Online App.

SIRIUS XM has arrangements with every major automaker and its radio products are available at retail locations nationwide, as well as [shop.sirius.com](http://shop.sirius.com) and [shop.xmradio.com](http://shop.xmradio.com).

*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 its Quarterly Report on Form 10-Q for the period ending June 30, 2010 and XM's Annual Report on Form 10-K for the year ended December 31, 2009 and its Quarterly Report on Form 10-Q for the period ending June 30, 2010, 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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