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# **Tim McGraw Performs Exclusive Concert at The Beacon Theatre Celebrating Ten Years of SiriusXM Broadcasting the Best in Country Music**

**Private concert for SiriusXM listeners will include performances by Luke Bryan and The Band Perry**

**SiriusXM to launch "Tim McGraw Radio" channel devoted to the superstar's musical career**

**SiriusXM to air multiple Tim McGraw concerts live from across the country during his upcoming national "Emotional Traffic" tour**

NEW YORK, March 28, 2011 /PRNewswire/ -- Sirius XM Radio (Nasdaq: SIRI) announced today that Tim McGraw will perform at New York City's Beacon Theatre for an exclusive, invitation-only concert for SiriusXM listeners. The concert will celebrate ten years of SiriusXM broadcasting the best in country music.

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

The concert, which will be broadcast live on Wednesday, April 27 at 7:30 pm ET, will feature the superstar performing songs from his 11 #1 country albums. The private concert will also include performances by Luke Bryan and The Band Perry, who will join McGraw on his upcoming national "Emotional Traffic" tour. The concert will air nationwide live on three SiriusXM channels: "Tim McGraw Radio," The Highway and Prime Country.

In anticipation of the event, SiriusXM will launch "Tim McGraw Radio," a commercial-free music channel devoted to McGraw's music catalog. The channel will also feature an in-depth interview with McGraw.

"As part of SiriusXM's unwavering support of country music, we are presenting a special concert by one of music's most iconic and beloved performers -- Tim McGraw," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "No one but SiriusXM offers music lovers nationwide the broadest and best country music coverage, and we are thrilled to offer this concert only to our listeners."

"I couldn't be more excited to perform this intimate New York City show," said Tim McGraw. "SiriusXM is a long-time supporter of country music, bringing my music, and that of new and established country artists, to millions of fans for the past decade. I'm looking forward to celebrating with SiriusXM and my fans."

"Tim McGraw Radio" will launch on Wednesday, April 20 and air through April 27. The channel will also be available on SiriusXM Internet Radio and through the SiriusXM App for the Apple iPhone, iPod touch and several BlackBerry and Android-powered smartphone devices starting Wednesday, April 20 for an extended period.

Following SiriusXM's New York City concert, SiriusXM will also air multiple live Tim McGraw concerts from various cities across the country during his national "Emotional Traffic" tour.

Subscribers will have the opportunity to win tickets to the event through dedicated listener emails as well as various call-in promotions 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/timmcgraw](http://www.siriusxm.com/timmcgraw) beginning April 4, 2011. One grand prize winner will be awarded four tickets to the exclusive concert, a paid trip to New York City, two nights lodging, an "Everything Plus The Best Of" Sirius or XM subscription for the lifetime of the subscriber's radio, an opportunity to be a guest DJ on "Tim McGraw Radio," an autographed guitar and the chance to meet Tim McGraw before the concert. All online sweepstakes opportunities to win tickets to the concert are limited to listeners who have been an active Sirius or XM subscriber continuously since March 27, 2011, and meet certain other Conditions of Eligibility. See Official Rules at [www.siriusxm.com/timmcgraw](http://www.siriusxm.com/timmcgraw) starting April 4, 2011.

Tim McGraw has sold over 40 million units and dominated the charts with 32 Number One singles. He has scored chart-toppers across three decades now -- from 1994's "Don't Take the Girl" to 2011's "Felt Good On My Lips," a bonus track from the double CD collection, *Number One Hits*.

With 7.8 million spins at radio, McGraw was the most-played artist of the past decade. *Southern Voice*, his most recent studio album, debuted at No. 1 on *Billboard's* Top Country Albums chart and the title track hit No. 1 on *Billboard's* Country Songs chart. His "Southern Voice" tour was the No. 1 country music tour of 2010. McGraw has won three GRAMMY® awards, 14 Academy of Country Music awards, 11 Country Music Association awards, 10 American Music awards, three People's Choice awards and numerous other awards.

Also an accomplished actor, McGraw co-starred with Gwyneth Paltrow, Garrett Hedlund and Leighton Meester in Screen Gems' *Country Strong*. His other films include *The Blind Side* (2009), which was nominated for an Academy Award, *Four Christmases* (2008), *The Kingdom* (2007), *Flicka* (2006) and *Friday Night Lights* (2004).

"Tim McGraw Radio" is the latest example of SiriusXM's original artist-branded channels dedicated to iconic musicians. In addition to its current lineup of Bruce Springsteen's E Street Radio, Elvis Radio, Radio Margaritaville and Pearl Jam Radio, SiriusXM has previously offered channels such as "Paul McCartney's Band on the Run Radio," "Elton!," "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," "Jay-Z Nation," "Garth Brooks Radio" and "Duran Duran's Red Carpet Radio."

For more information on SiriusXM, please visit [www.siriusxm.com](http://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 20.2 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; 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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## **P-SIRI**

### **Contact for SiriusXM Radio:**

Samantha Bowman

SiriusXM Radio

212 901 6644

[samantha.bowman@siriusxm.com](mailto:samantha.bowman@siriusxm.com)

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