

November 29, 2010



## 'Dr. Laura' to Launch Exclusively on SIRIUS XM Radio

**America's # 1 female talk radio show host now available to millions of listeners in an expanded and uncensored format**

**On live, three-hour daily, call-in show Dr. Laura Schlessinger offers no-nonsense advice on personal, work and family issues**

NEW YORK, Nov. 29, 2010 /PRNewswire/ -- SIRIUS XM Radio (Nasdaq: SIRI) today announced that it will be the exclusive home to *Dr. Laura*, the live, daily call-in show hosted by Dr. Laura Schlessinger, America's # 1 female talk radio show host.

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

Beginning Monday, January 3, 2011, *Dr. Laura* will air live Monday – Friday from 2:00 - 5:00 pm ET on SIRIUS XM Stars (SIRIUS channel 102 and XM channel 155), on SIRIUS Internet Radio, XM Radio Online and through the SIRIUS XM App for the Apple iPhone, iPod touch and many BlackBerry and Android-powered smartphone devices. It will replay later each day and on Saturdays and Sundays.

For more than thirty years, millions of listeners across the country have tuned in to Dr. Laura for her no-nonsense advice on a wide variety of personal, work and family issues, earning her one of the biggest audiences in radio and making her the most listened to female host in the medium since 1994.

"Coming to SIRIUS XM is an amazingly freeing transition from terrestrial radio for me. Satellite radio is a forum where a diverse group of people get to speak their minds without fear," said Dr. Laura. "I can't wait to preach, teach and nag about morals, values, ethics and principles. My brain is buzzing with new ideas for my program's content, direction and expansion, including guest interviews with people who intrigue and inspire me. I couldn't be more giggly if you tickled me!"

"On SIRIUS XM, Dr. Laura will have a strong, national platform to do what she does best," said Scott Greenstein, President and Chief Content Officer, SIRIUS XM Radio. "As the new home to one of the most popular shows in radio today, SIRIUS XM once again delivers to subscribers content that cannot be found elsewhere. We welcome Dr. Laura into our diverse, compelling and thought-provoking lineup."

Dr. Laura holds a Ph.D. in physiology from Columbia University's College of Physicians and Surgeons, received her post-doctoral certification in Marriage, Family, and Child Counseling from the University of Southern California, and is licensed as a marriage and family therapist in the State of California. She was in private practice for 12 years and was on the faculty of the Department of Biology at the University of Southern California, and the Graduate

Psychology Department at Pepperdine University. Dr. Laura is the bestselling author of twelve books for adults and four children's books. She has received an award from the Office of the Secretary of Defense for her Exceptional Public Service, and among her numerous other honors, has been the first and only woman ever to win the National Association of Broadcasters' prestigious Marconi Award for Network/Syndicated Personality.

Dr. Laura's syndicated show has been airing on SIRIUS or XM since January 2005.

SIRIUS XM has exclusive content relationships with an array of personalities and artists including Howard Stern, Martha Stewart, Oprah Winfrey, Rosie O'Donnell, Jamie Foxx, Opie & Anthony, Bubba the Love Sponge®, Bob Edwards, Chris "Mad Dog" Russo, Jimmy Buffett, the Grateful Dead, Willie Nelson and Bob Dylan.

For more information 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 September 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 September 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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