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SiriusXM Announces Comprehensive NFL Draft Coverage

Listeners nationwide get live coverage of every selection from every round

Sirius NFL Radio hosts Gil Brandt, Pat Kirwan, Tim Ryan and Adam Schein offer expert analysis live from Radio City Music Hall in New York

Mad Dog Radio's Chris 'Mad Dog' Russo and Dino Costa host their shows among the fans at Radio City on April 28

SiriusXM Fantasy Sports Radio covers Draft from fantasy football perspective

NEW YORK, April 20, 2011 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) will provide listeners nationwide with comprehensive coverage of the 2011 NFL Draft on April 28-30, broadcasting every selection from every round and offering live on-site commentary from Sirius NFL Radio, SiriusXM's 24/7 NFL talk channel, and Mad Dog Radio, SiriusXM's exclusive all-sports channel.

(Logo: <https://photos.prnewswire.com/prnh/20101019/NY84997LOGO>)

On Thursday, April 28, Sirius NFL Radio (channel 124 for Sirius subscribers and XM subscribers with the "Best of Sirius") will begin broadcasting live from NFL Draft headquarters at Radio City Music Hall at 7:00 pm ET and will cover every selection from that night's first round. On Friday, April 29, Sirius NFL Radio's on-site Draft coverage will resume at 6:00 pm ET and will cover every pick from rounds two and three. On Saturday, April 30, the channel will broadcast every selection from rounds four through seven from 12:00 to 7:00 pm ET.

Sirius and XM listeners from coast-to-coast will get access to the live announcements of all 32 teams' selections plus one-on-one interviews with NFL Commissioner Roger Goodell and dozens of draftees, general managers and coaches from around the league. SiriusXM's hosts will draw on decades of experience in player evaluation to address each team's needs and offer analysis of every player picked. The Sirius NFL Radio team on the floor at Radio City Music Hall will feature **Gil Brandt**, the former VP of Player Personnel for the Dallas Cowboys; **Pat Kirwan**, a former NFL scout, coach and front-office executive; **Tim Ryan**, a former Chicago Bears defensive lineman and former captain and two-time All-American at USC; and veteran Sirius NFL Radio voice **Adam Schein**.

On Wednesday, Sirius NFL Radio's Bob Papa and Ross Tucker will broadcast live from the NFL Play 60 Youth Football Festival at Chelsea Waterside Park (9:00 - 11:00 am ET), and

then later that night, Alex Marvez and Ralph Vacchiano will broadcast from the NFL Draft Eve party at Tao (8:00 – 11:00 pm ET). On Thursday, Sirius NFL Radio's Adam Schein will broadcast from the pre-Draft luncheon (11:00 am – 3:00 pm ET). On all three broadcasts listeners will hear interviews with NFL legends, current players and prospects in attendance.

Mad Dog Radio (Sirius channel 123 and XM channel 144) will also be covering the NFL Draft with live on-site broadcasts with hosts **Christopher 'Mad Dog' Russo** and **Dino Costa**.

Russo will host his daily show, *Mad Dog Unleashed*, live from Radio City Music Hall on Thursday, April 28, from 2:00 to 7:00 pm ET, where he will interview Commissioner Goodell and preview the Draft's first round. Immediately following Mad Dog's show, Mad Dog Radio's *The Dino Costa Show* will broadcast live from inside Radio City from 7:00 to 11:00 pm ET. As the Draft proceeds Costa will report on all the news from round one, conduct interviews and roam, microphone in hand, among the fans at the venue to get their reaction to team selections.

Additionally, SiriusXM Fantasy Sports Radio, SiriusXM's 24/7 fantasy sports talk channel (XM channel 147 and Sirius channel 211 with the "Best of XM") will present two special NFL Draft editions of its *SiriusXM Fantasy Football* show on Thursday, April 28, and Friday, April 29, from 8:00 to 11:00 pm ET. Hosts **John Hansen**, **Matt Camp** and **Joe Dolan** will cover the first three rounds of the Draft entirely from a fantasy football perspective, providing in-depth fantasy analysis on draft picks, plus interviews with players, coaches and analysts.

The Sirius NFL Radio, Mad Dog Radio and SiriusXM Fantasy Sports Radio channels are also available to listeners on SiriusXM Internet Radio and through the SiriusXM Internet Radio App for the Apple iPad, iPhone, iPod touch and several Blackberry and Android-powered smartphones.

As the Official Satellite Radio Partner of the NFL, SiriusXM airs live play-by-play of every NFL game from the pre-season through the Super Bowl. For more information visit 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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