

February 19, 2009



# SIRIUS XM Radio to Broadcast Exclusive Weekly Show Hosted by Iconic Bluesman B.B. King

*"You and Me with B.B. King" will launch February 20, 2009 on B.B. King's Bluesville channel*

NEW YORK, Feb. 19 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) today announced the launch of *You and Me with B.B. King*, a new hour-long music show to be hosted each week by 2009 Grammy Award(R)-winning bluesman, B.B. King. *You and Me with B.B. King* will air each week exclusively on SIRIUS XM's B.B. King's Bluesville channel on SIRIUS and XM channels 74. The show will debut, with a new episode each week, on Friday, February 20 at 6 pm ET with encore broadcasts airing on Saturday, February 21 at 2 pm ET; Monday, February 23 at 12 am ET; and Wednesday, February 25 at 12 pm ET.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080819/NYTU044LOGO> )

"I'll be coming to B.B. King's Bluesville channel every week to tell you stories and answer your questions," said B.B. King. "I'm the mayor of Bluesville and my official proclamation: you're welcome anytime!"

"We're thrilled to give our listeners one of the few places where iconic artists like B.B. King and the blues can still be heard on the radio," said Scott Greenstein, SIRIUS XM Radio's President and Chief Content Officer. "This highlights SIRIUS XM Radio's ongoing commitment to bring unique music experiences to our subscribers with their favorite artists."

Each week, B.B. King will personally select a broad range of blues music featuring his favorite songs by peers from the past and today's artists. The blues legend will also share personal anecdotes and stories about the artists who inspire him as well as offer commentary on music that has made him a musical inspiration for generations of musicians. SIRIUS XM listeners will also hear from special guests including Johnny Winter, Buddy Guy, Albert Cummings and Keb' Mo' who have worked with and have been influenced by King. King will also answer email questions from fans in a weekly "B.B. King's Mailbag" feature.

B.B. King, along with legendary recording artists and musicians including Jimmy Buffett, Bob Dylan, Eminem, Grateful Dead, David Johansen, Wynton Marsalis, Willie Nelson, Mojo Nixon, Elvis Presley, Tom Petty, Marky Ramone, Lou Reed, Frank Sinatra, Bruce Springsteen and "Little Steven" Van Zandt represent the diverse and creative artist-driven music programming currently being broadcast by SIRIUS XM.

*You and Me with B.B. King* will air each week on Friday at 6 pm, with encore presentations broadcast on Saturday at 2 pm ET, Monday at 12 am ET and Wednesday at 12 pm ET.

B.B. King's Bluesville channel broadcasts more than 80 years of music for all lovers of the blues. Listeners will hear favorite artists from the roots of blues music to the best of today,

including Stevie Ray Vaughan, Muddy Waters, Buddy Guy, Eric Clapton, Etta James, Robert Cray, Keb' Mo', Taj Mahal, John Lee Hooker. Please visit [www.sirius.com](http://www.sirius.com) or [www.xmradio.com](http://www.xmradio.com) for more information.

Since B.B. King started recording in the 1940s, he has defined the blues for a worldwide audience. King has released over 50 albums and has won 15 Grammy Awards(R), including his 2009 win for "Best Traditional Blues Album" for *One Kind Favor*. King has also been inducted into the Blues Foundation Hall of Fame and the Rock & Roll Hall of Fame. Additionally, he has received the Presidential Medal of Freedom, the National Medal of the Arts, the Kennedy Center Honors, the Grammy Lifetime Achievement Award(R) and the NARM (National Association of Recording Merchandisers) Chairman's Award, among many other awards. In a special ceremony at the Library of Congress, Librarian of Congress, James H. Billington presented King with a "Living Legend" medal in honor of his achievements as a musician and ambassador for the blues. After 10,000 concerts, B.B. King continues to bring his music to audiences around the globe spending the better part of each year on the road with his beloved guitar, "Lucille."

#### *About SIRIUS XM Radio*

SIRIUS XM Radio is America's satellite radio company delivering commercial-free music channels, premier sports, news, talk, entertainment, traffic and weather, to more than 18.9 million subscribers.

SIRIUS XM Radio has content relationships with an array of personalities and artists, including Howard Stern, Martha Stewart, Oprah Winfrey, Jimmy Buffett, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge(R), The Grateful Dead, Willie Nelson, Bob Dylan, Tom Petty, and Bob Edwards. 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 broadcasts 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, Target, Sam's Club, and Wal-Mart.

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 the benefits of the business combination transaction involving SIRIUS and XM, including potential synergies and cost savings and the timing thereof, 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 "anticipate," "believe," "plan," "estimate," "expect," "intend," "will," "should," "may," or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of SIRIUS' and 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: general business and economic conditions; the performance of financial markets and interest rates; the failure to realize synergies and cost-savings from the merger or delay in realization thereof; the businesses of SIRIUS and XM may not be combined successfully, or such combination may take longer, be more difficult, time-consuming or costly to accomplish than expected. 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' and XM's Annual Reports on Form 10-K for the year ended December 31, 2007 and their respective Quarterly Reports on Form 10-Q for the quarter ended September 30, 2008, 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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