

March 19, 2010



SIRIUS XM Radio to Broadcast the 2010 Masters Live Nationwide

SIRIUS XM will offer live play-by-play from Augusta and daily analysis leading up to and throughout Masters Week

NEW YORK March 19 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that it will offer live hole-by-hole coverage of the 2010 Masters Tournament from Thursday, April 8, through Sunday, April 11, nationwide on XM channel 146 and on SIRIUS channel 209 with the "Best of XM" programming package.

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

SIRIUS XM listeners will get extensive coverage with live play-by-play from Augusta National, plus expert analysis leading up to and throughout the event.

Live broadcasts from Augusta will begin at 12:00 pm ET Thursday through Sunday of Masters Week with *The Masters Today*, a daily preview show that will lead into each day's on-course play-by-play. The live hole-by-hole coverage will air from 2:00 pm ET through the end of each day's play giving fans live reports from around the course and access to golfers on and off the leader board. On-course coverage will be immediately followed by a nightly wrap-up show, *Masters Replay*, that will include a recap of the day's action with highlights, analysis and interviews with players.

In addition to the live tournament coverage, SIRIUS XM offers a daily lineup of talk shows on XM channel 146 and SIRIUS channel 209 ("Best of XM"), featuring compelling golf talk and expert analysis. In the wake of Tiger's announcement, speculation about the state of his game is high and SIRIUS XM's hosts will cover the discussion from every angle, monitoring Tiger's performance in practice and on the course, interviewing players, and offering a place for fans to call in and express their opinions on Woods' return.

Fans can tune in every weekday morning from 7:00 am to 12:00 pm ET for live call-in talk shows hosted by golf experts Matt Adams, Brian Katrek and Peter Kessler. Longtime PGA TOUR professional Chris DiMarco hosts his weekly talk show, *oPINionated*, every Tuesday at 5:00 pm ET with replays throughout the week.

As the Official Satellite Radio Partner of the PGA TOUR, SIRIUS XM Radio offers live coverage of PGA TOUR events plus comprehensive coverage of the world of professional golf on The PGA TOUR Network, available nationwide on XM channel 146 and on SIRIUS channel 209 with the "Best of XM" programming package.

About SIRIUS XM Radio

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

SIRIUS XM Radio has content relationships with an array of personalities and artists, including Howard Stern, Martha Stewart, Oprah Winfrey, Rosie O'Donnell, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge®, Bob Edwards, Chris "Mad Dog" Russo, Jimmy Buffett, The Grateful Dead, Willie Nelson, Bob Dylan and Tom Petty. SIRIUS XM Radio is the leader in sports programming as the Official Satellite Radio Partner of the NFL, Major League Baseball®, NASCAR®, NBA, NHL®, and PGA TOUR® and major college sports.

SIRIUS XM Radio has arrangements with every major automaker. SIRIUS XM Radio products are available at shop.sirius.com and shop.xmradio.com, and at retail locations nationwide, including Best Buy, RadioShack, Wal-Mart and independent retailers.

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® 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 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," "anticipate," "believe," "plan," "estimate," "intend," "will," "should," "may," 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: general economic conditions; 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 XM's Annual Report on Form 10-K for the year ended December 31, 2009, 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.

P-SIRI

Media contact:

Andrew FitzPatrick

SIRIUS XM Radio

212.901.6693

andrew.fitzpatrick@siriusxm.com

SOURCE SIRIUS XM Radio