

January 31, 2011



# SiriusXM Presents Comprehensive Coverage of Super Bowl XLV

**14 different broadcasts of Super Bowl XLV in 10 languages**

**Wide mix of sports and entertainment programming; Sirius NFL Radio, Mad Dog Radio, Jamie Foxx's Foxxhole Radio, Maurice Jones-Drew's SiriusXM Fantasy Sports Radio show and SiriusXM Hits 1 to broadcast live from Radio Row in North Texas**

NEW YORK, Jan. 31, 2011 /PRNewswire/ -- Sirius XM Radio (Nasdaq: SIRI), the Official Satellite Radio Partner of the NFL, announced today that it will broadcast Super Bowl XLV in 10 languages, offering listeners 14 different live broadcasts plus a wide mix of sports and entertainment programming from North Texas throughout Super Bowl Week.

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

On Super Bowl Sunday, February 6 (6:00 pm ET), SiriusXM will air an expanded lineup of live play-by-play broadcasts of Super Bowl XLV from Cowboys Stadium. The 14 different game calls will be available to Sirius subscribers and XM subscribers with the "Best of Sirius."

- Pittsburgh Steelers broadcast - Sirius 123 / XM 102
- Green Bay Packers broadcast - Sirius 125 / XM 103
- National Radio broadcast - Sirius 124 / XM 124
- BBC Radio broadcast - Sirius 122 / XM 106
- Mexican/Spanish language broadcast - Sirius 91 / XM 104
- Spanish broadcast - Sirius 90 / XM 105
- Chinese broadcast - Sirius 130 / XM 109
- Russian broadcast - Sirius 158 / XM 113
- French broadcast - Sirius 126 / XM 107
- Japanese broadcast - Sirius 121 / XM 110
- German broadcast - Sirius 113 / XM 111
- Hungarian broadcast - Sirius 153 / XM 112
- Dutch broadcast - Sirius 127 / XM 108
- Danish broadcast - Sirius 152 / XM 114

Starting Monday, January 31, Sirius NFL Radio will broadcast live every day from the NFL's Radio Row in downtown Dallas, offering listeners all the latest news and analysis leading up to the biggest game of the year, plus dozens of interviews with players, coaches, league executives and celebrities in town for the event. Available to listeners nationwide on Sirius channel 124 and XM channel 124 with the "Best of Sirius" programming package, Sirius NFL Radio features a lineup of expert hosts that includes Joe Namath, John Madden, Gil Brandt, Derrick Brooks, Rich Gannon, Pat Kirwan, Jim Miller, Bob Papa, Tim Ryan, Ross Tucker,

Peter King, Adam Schein and Bryan McGovern.

On Media Day, Tuesday, February 1, Sirius NFL Radio will broadcast live from Cowboys Stadium from 11:00 am to 3:00 pm ET, offering one-on-one interviews with players and coaches from the AFC Champion Pittsburgh Steelers and NFC Champion Green Bay Packers. On Saturday, February 5 (6:00 pm ET), Sirius NFL Radio will provide live coverage as the Pro Football Hall of Fame's Class of 2011 is announced. Listeners will hear the live announcement as well as one-on-one interviews with the newly elected Hall of Famers.

Renowned sports talk host Chris 'Mad Dog' Russo will be in Dallas all week to host his daily show, *Mad Dog Unleashed*, live from Radio Row (2:00-7:00 pm ET). The show is the anchor program for SiriusXM's all-sports talk channel, Mad Dog Radio (Sirius channel 123, XM channel 144). On Saturday, February 5, Russo will host a special Saturday edition of *Mad Dog Unleashed* live from Radio Row.

Jamie Foxx is taking The Foxxhole, his exclusive 24/7 comedy and entertainment channel, down to Dallas to broadcast live from the hot spots, interviewing celebrities and athletes and the biggest names in town, bringing listeners up close and personal coverage of the sporting world's biggest party. Jamie kicks off the festivities February 4 at 3:00 pm ET with a special live show from Radio Row on The Foxxhole (Sirius channel 106, XM channel 149).

On Thursday, February 3, Jacksonville Jaguars Pro Bowl running back Maurice Jones-Drew will be on Radio Row to host his SiriusXM Fantasy Sports Radio show, *Runnin' with MJD*, live at 7:00 pm ET.

SiriusXM personalities Nicole, Rich, Stanley T. and Ryan from the SiriusXM Hits 1 *Morning Mash Up* show will broadcast from Radio Row Friday, February 4, and SiriusXM's *The Covino & Rich Show*, hosted by Steve Covino and Rich Davis on SiriusXM Stars Too (Sirius channel 108, XM channel 139), will broadcast live from Dallas throughout the week.

Willie Nelson & Family's Super Bowl-eve performance will air live from the Palladium Ballroom in Dallas on Saturday, February 5 at 10:00 pm ET on Willie's Place, Sirius channel 64, XM channel 13.

As the Official Satellite Radio Partner of the NFL, SiriusXM broadcasts every NFL game live nationwide, from the preseason through the Pro Bowl and Super Bowl. Fans can also tune into Sirius NFL Radio, for the only radio channel dedicated to the NFL 24 hours a day, 365 days a year.

Visit [www.sirius.com/superbowl](http://www.sirius.com/superbowl) for information about Super Bowl coverage.

### **About Sirius XM Radio**

Sirius XM Radio is America's satellite radio company. SiriusXM broadcasts more than 135 channels of commercial-free music, and premier sports, news, talk, entertainment, traffic, weather, and data services to more than 20 million subscribers in cars, trucks, boats and aircraft, and through a wide range of mobile devices.

SiriusXM 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. SiriusXM 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 SiriusXM Premium Online App.

SiriusXM 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, 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 dependence upon automakers and other third parties, our substantial indebtedness; the useful life of our satellites; and our competitive position versus other forms of audio and video entertainment. 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, 2009 and our 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 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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