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# SiriusXM Launches 'Iconography' Series with Internationally Renowned Style Icon, Designer and Filmmaker Tom Ford as Its Inaugural Icon

**Go inside the life, mind and world of today's most influential tastemakers on SiriusXM's OutQ**

NEW YORK, Feb. 28, 2011 /PRNewswire/ -- Sirius XM Radio (Nasdaq: SIRI) today announced *Iconography*, an exclusive monthly series that honors the life, career, and impact of iconic personalities, making its debut with visionary designer and filmmaker Tom Ford.

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

*Iconography: Tom Ford* launches March 1 and culminates with a one-hour, exclusive interview with Ford premiering March 19 at 1:00 pm ET on SiriusXM's 24/7 LGBT station OutQ (Sirius channel 109/XM channel 98). Encore presentations of the interview will air March 19 at 7:00 pm, March 20 at 12:00 and 6:00 pm ET, March 26 at 1:00 and 7:00 pm ET and March 27 at 12:00 and 6:00 pm ET. As part of the month long tribute, OutQ will air vignettes featuring Ford beginning March 1.

"Tom Ford is a cultural phenomenon whose impact on high fashion, the luxury market and visual presentation, whether in fashion or film, has been enormous and groundbreaking," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Ford's singular style, aesthetic and influence reach far beyond the runway, making him unique and unquestionably the perfect icon to launch this series."

OutQ host Frank DeCaro sat down with Ford for the in-depth *Iconography* interview. In it, Ford shares his vision, inspiration and perspective on his professional and personal lives; the launch and expansion of his private TOM FORD label; his time at Gucci and Yves St. Laurent; his critically acclaimed, award-winning directorial film debut *A Single Man*; his guilty pleasure Hostess Donettes; and plans for future projects. Ford also shares personal stories about his relationship with his partner of twenty-four years, journalist Richard Buckley, whose interview will also be included in the one-hour special.

SiriusXM OutQ offers groundbreaking coverage of social and political issues, as well as music and entertainment programming, produced by and for the LGBT community. For more information, visit [www.siriusxm.com/outq](http://www.siriusxm.com/outq).

## **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](http://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](http://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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