

July 14, 2011



## "Comic-Con Radio" to Launch on SiriusXM

**Limited-run channel dedicated to the Comic-Con International: San Diego® 2011 convention to feature celebrity guests, Comic-Con panels, interviews and more**

**SiriusXM listeners to hear live, on-site and behind-the-scenes highlights, updates and news**

NEW YORK, July 14, 2011 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that, in association with Comic-Con International, it will launch "Comic-Con Radio," the four-day channel featuring interviews, panels, fan reactions and more live from this year's Comic-Con International, the largest comic book and popular arts convention in the world.

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

"Comic-Con Radio" will air Thursday, July 21 at 6:00 pm ET through Monday, July 25 at 3:00 am ET on channel 141 and Comedy Showcase on SiriusXM Internet Radio from Comic-Con International at the San Diego Convention Center.

The limited-run channel, which will be hosted by SiriusXM Radio on-air personalities Mark Says Hi!, Kim Alexander and Dave Ziemer, will feature interviews with Comic-Con attendees, including celebrities, actors, writers, artists and fans.

SiriusXM listeners will also hear discussions from various panels throughout the event.

Comic-Con is the largest comics convention of its kind and is part of Comic-Con International (CCI), a nonprofit educational organization dedicated to creating awareness of, and appreciation for, comics and related popular art forms. The organization achieves its mission primarily through the presentation of conventions and events that celebrate the historic and ongoing contribution of comics to art and culture.

For more information on SiriusXM, please visit [www.siriusxm.com](http://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 20.6 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.*

[Follow SiriusXM on Twitter](#) or [like the SiriusXM page on Facebook](#).

## **P-SIRI**

Contact for SiriusXM Radio:

Samantha Bowman

SiriusXM Radio

212 901 6644

[samantha.bowman@siriusxm.com](mailto:samantha.bowman@siriusxm.com)

SOURCE Sirius XM Radio