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SiriusXM to Launch "Redhead Radio: 100 Years of Lucille Ball"

"Redhead Radio" broadcasting from "Lucy Fest," the annual celebration held in her hometown of Jamestown, NY

Two days of non-stop classic Lucille Ball radio programs and coverage of the comedienne's influence and birthday celebrations

NEW YORK, Aug. 2, 2011 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced that it will launch *Redhead Radio: 100 Years of Lucille Ball*, a limited-run channel celebrating the 100th anniversary of the birth of the comedy legend with non-stop broadcasts of classic radio shows featuring the comedienne at key moments in her storied career, as well as interviews with her fans, devotees and fellow comedians.

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

Redhead Radio will launch at 12:00 am ET on August 6, 2011—the day Lucy would have celebrated her 100th birthday—on SiriusXM channel 82, taking over SiriusXM's RadioClassics for two days. SiriusXM's Greg Bell will host *Redhead Radio* from The Lucille Ball Festival of Comedy aka "Lucy Fest," the annual community-organized birthday celebration held in her hometown of Jamestown, NY. This year's headliner is comedic icon Joan Rivers.

The wide-range of perspectives and recordings on *Redhead Radio* offer SiriusXM listeners an extraordinary look into Lucy's life and legacy. *Redhead Radio* features dozens of episodes of her classic 1940s radio comedy series *My Favorite Husband*, which inspired *I Love Lucy*; an interview with stand-up comedian Paula Poundstone—a featured performer at this year's fest—about the influence Lucy has had on her career; and interviews with Lucy impersonators, experts, historians, event organizers and fans at Lucy Fest. The channel will chronicle fan participation in "Be a Lucy," the attempt set the world's record for the most people dressed as Lucy Ricardo in one place at one time. Additional content includes Lucy's guest-starring role on the classic radio dramatic series *Suspense*; radio versions of her films *Fancy Pants* (with Bob Hope) and *Dark Corner* and interviews Lucy did with legendary personalities Abbott & Costello and Bob Hope on their classic radio shows.

For more information please visit www.siriusxm.com. Visit www.LucyComedyFest.com for the complete comedy festival schedule, information, tickets and world record registration information.

About Sirius XM Radio

[Sirius XM Radio](http://www.siriusxm.com) 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 over 21 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](#), 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](#) 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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