

October 6, 2011



SiriusXM to Launch "Real Housewives Radio"

All three seasons of Bravo's "The Real Housewives of New Jersey" and interviews with cast members from New Jersey, New York, Atlanta and Orange County to air on 48-hour channel

New Jersey Housewife Caroline Manzo to host live, two-hour call-in show

NEW YORK, Oct. 6, 2011 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced that it will launch *Real Housewives Radio*, a two-day limited run channel featuring the audio of every episode to date of Bravo's water cooler hit series "The Real Housewives of New Jersey," plus behind-the-scenes interviews with stars of New Jersey, New York City, Atlanta and Orange County.

(Photo: <https://photos.prnewswire.com/prnh/20111006/NY81999>)

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

Real Housewives Radio launches on Saturday, October 8 at 12:00 am ET and airs through Monday, October 10 at 12:00 am ET on SiriusXM Stars Too, ch.104.

"The Real Housewives of New Jersey" star Caroline Manzo will host a live, two-hour call-in special on the channel on Sunday, October 9 from 5:00 to 7:00 pm ET at SiriusXM's New York City studios. Joined by members of her family, Manzo will open the phones lines and offer her trademark motherly, no-nonsense advice to listeners across the country, as well as an in-studio audience of fans.

Season three of "The Real Housewives of New Jersey" earned the highest-rated season premiere in Bravo's history among adults 18-49 and is slated to return for a fourth season next year. The season three finale airs Sunday, October 9 at 10:00 pm ET with the anticipated reunion airing on Sunday, October 16 at 10:00 pm ET.

Visit www.siriusxm.com and www.bravotv.com for more 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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Bravo is a program service of NBCUniversal Cable Entertainment, a division of NBCUniversal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Bravo has been an NBCUniversal cable network since December 2002 and was the first television service dedicated to film and the performing arts when it launched in December 1980. For more information, visit www.BravoTV.com. Follow us on Twitter at <https://twitter.com/BravoPR>.

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