

October 28, 2010



SIRIUS XM Radio Celebrates Halloween With Frightfully Festive Programming

24/7 pop-up channel "Scream" features live Rob Zombie special, plus the ultimate Halloween soundtrack of spooky, frightful sounds for listeners of all ages

Suspenseful radio dramas on "Alfred Hitchcock Radio"

Tips for amazing costumes and parties, classic monster radio and more across wide variety of SIRIUS XM talk/entertainment channels

NEW YORK, Oct. 28 /PRNewswire/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that it will air extensive spooky, creative and classic Halloween programming across multiple talk and entertainment channels, including *Scream* -- a limited-run pop up channel devoted to all things Halloween, offering listeners of all ages the ultimate Halloween party soundtrack and a live Halloween Eve special hosted by Rob Zombie -- and *Alfred Hitchcock Radio*, a Halloween day marathon of vintage radio dramas.

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Scream (SIRIUS channel 113 and XM channel 227) will delight and entertain listeners of all ages with a variety of Halloween treats airing now through November 1. *Scream* sets the perfect atmosphere for Halloween parties at work or at home and sets the mood for trick-or-treating by airing catchy, creepy, fun, scary sounds, including creaking doors, wolves baying, footsteps, bubbling potions, a fog horn, breaking glass, the sounds of being chased through the woods, eerie screams, the echo of dripping water, a heartbeat and thunder from October 30 at 3:00 am ET to November 1 at 3:00 am ET.

Scream is featuring a wide variety of specials leading up to the holiday weekend, including:

Rob Zombie's Spookshow International: The master of horror gets behind the mic for three hours live on Halloween Eve to share treats from his personal Halloween archives -- including his favorite music, anecdotes and special effects -- with listeners across the country. Zombie will be joined in studio by his wife and leading Scream Queen, Sheri Moon Zombie, star of many of his films including *Rob Zombie's Halloween* and *Halloween II*. October 29, live from 6:00 - 9:00 pm ET, replays October 29 at 9:00 pm ET, October 30 at 12:00 am ET.

Dead Air hosted by Mary O, SIRIUS XM's resident psychic intuitive Mary O conducts her yearly personal seance live on the air with special guests -- including several members of her family -- offering the opportunity to establish a bridge and relationship with departed

spirits. October 28 from 6:00 - 8:00 pm ET/simulcast on SIRIUS XM Stars (SIRIUS channel 102 and XM channel 155).

Saw tribute special: SIRIUS XM Patriot's Andrew Wilkow and *Fangoria*'s Tony Timpone co-host this special, interviewing original and new cast members of the cult hit, including *Saw 3D* cast members Cary Elwes ("Dr. Gordon") and Costas Mandylor ("Lieutenant Hoffman") and Betsy Russell ("Jill Tuck") from *Saw III*, *Saw IV* and *Saw VI*. Wilkow, a lifelong horror movie fan, and Timpone, who has chronicled the torture series in *Fangoria* magazine and on Fangoria.com, grill the stars on the longevity of the franchise, the storyline of the top-secret *Saw 3D* and much more. October 28 at 8:00 pm and 11:00 pm ET and October 29 at 5:00 pm ET.

In addition, SIRIUS XM will broadcast additional Halloween programming across multiple talk and entertainment channels, including:

Alfred Hitchcock Radio (on RadioClassics/SIRIUS channel 118 and XM channel 164) celebrates the master of suspense's legacy with a Halloween day marathon of vintage radio dramas featuring vintage radio dramas such as *The Birds* and *Shadow of a Doubt*, movie versions of which were made famous by Hitchcock. Hitchcock himself directed one of the radio dramas included on this special: *Spellbound*. Hitchcock's granddaughter Mary Stone and industry notables like screenwriter Derek Haas (*3:10 to Yuma*, *Invincible*, *Wanted*) and filmmaker Danny Boyle (*Trainspotting*, *Slumdog Millionaire*) offer exclusive commentary on Hitchcock's legacy on *Alfred Hitchcock Radio*. The marathon features classic dramas including: *The Birds*, starring Herbert Marshall (1953); *Suspicion*, starring Cary Grant and Ann Todd (1946); *The 39 Steps*, starring Robert Montgomery and Ida Lupino (1948); *Strangers on a Train*, starring Ray Malan and Ruth Roman (1951); October 31 at 6:00 am ET to November 1 at 12:00 am ET.

Martha Stewart Living Radio (SIRIUS channel 112 and XM channel 157 as part of "The Best of SIRIUS") offers tips for innovative costumes, creative makeup, festive decor, pumpkin carving designs, and recipes for tasty confections and baked treats that fit any size celebration and every budget. All week long, check www.sirius.com/halloween for programming details.

SIRIUS XM Book Radio (SIRIUS channel 117 and XM channel 163) relives Stephen King's *IT* with nightly installments of the audio edition of the modern horror classic at 10:00 pm ET all month long. Plus, *Fiction Nation* host Kim Alexander talks to *Time* magazine book reviewer/novelist Lev Grossman about *The Magicians*, his decidedly grownup take on Harry Potter, the enduring influence of fairy tales, secret realms and how we look to recreate that magic as adults. *Fiction Nation* airs October 28 at 9:30 pm ET, replays October 29 at 6:00 am ET.

SIRIUS XM's Raw Dog Comedy (SIRIUS channel 104 and XM channel 150) will celebrate the holiday with "Satan's" annual uncensored comedy special. October 29 at 1:00 pm and 6:00 pm ET.

Kids Place Live (SIRIUS and XM channel 116) will present the 9th annual "Pumpkin Jam," offering the perfect trick-or-treating soundtrack with spooky songs and stories all Halloween night. Dan Zanes' *Rocketship Beach Radio* show airing October 29 at 9:00 pm ET (replaying October 30 at 9:00 am and 5:00 pm ET and October 31 at 12:00 pm ET) will

feature children's Halloween songs picked from his personal vault; and Recess Monkey will host a special Halloween edition of the channel's "Substitute Teacher Appreciation Program." During the band's "Trick or Treat Takeover" on October 31 from 1:00 - 5:00 pm ET, listeners will hear tips on how to bob for apples, make a last minute costume and learn proper trick or treating etiquette.

OutQ (SIRIUS channel 109 and XM channel 98): It's big! It's easy! It's *The Frank DeCaro Show* "Out in New Orleans" on OutQ -- the nation's 24/7 LGBT channel -- broadcasting frighteningly fabulous fun from the "Halloween 27" dance extravaganza hosted by Project Lazarus, benefiting people with AIDS who can no longer live independently. You'll hear Frank and friends from the blood red carpet at Blaine Kern's Mardi Gras World on the Crescent City's East Bank. Beginning at 6:00 pm ET and lasting all Halloween night.

Doctor Radio (SIRIUS channel 114 and XM channel 119): world-class pediatrician Perri Klass, MD -- Professor of Journalism and Pediatrics, NYU School of Medicine -- offers tips for the entire family to have a happy and healthy holiday on her weekly show, including: *Costume safety* -- make sure costumes are bright/light colors and/or have reflective tape on them, use non-toxic makeup instead of masks or oversized hats that can block vision, and wear comfortable shoes -- best bet is to have your child wear their own shoes as opposed to costume shoes. *Neighborhood safety* -- accompany your young children, plan the route for older kids going out on their own or with friends so you know where they are going, establish a specific time to be home, give your child a cell phone and make sure they know it's OK to call 911 if they feel unsafe or get lost. Use sidewalks, and follow the rules of the road (cross at corners, do not dart between cars or run across the lawn). Be aware of traffic rules as kids are 4.5 times more likely to be hit by a car on Halloween than on any other night of the year. Be aware of driveways, alleys, and roads and look both ways before crossing them. *Trick-or-treating safety* -- consider non-food treats such as coloring books and crayons -- this teaches kids that you can have fun without it being associated with food/sugar. October 28 at 2:00 pm ET and October 30 at 10:00 am ET.

RadioClassics (SIRIUS channel 118 and XM channel 164) -- the 24/7 channel dedicated to playing classic thrillers, mysteries, comedies, dramas and variety radio programs from the 30s, 40s and 50s -- treats listeners to a variety of classic monster radio including: Mercury Theater's 1938 edition of Bram Stoker's *Dracula* starring Orson Welles and its 1955 edition of Mary Shelley's *Frankenstein*; The Weird Circle's version of *Dr. Jekyll and Mr. Hyde* and *The Werewolf*; and Halloween humor from Ozzie and Harriet and Lucille Ball. All week long, check www.sirius.com/halloween for programming details.

Cinemagic (XM channel 76, XM Radio Online channel 76 and SIRIUS Internet Radio channel 820) celebrates the thrills and scares of Halloween all week long on the annual "Cinemagic Halloween Horror Festival," which features: scary score music from the greatest horror movies of all time as voted by SIRIUS XM listeners; *Revolting Reel Time Repeats*, interviews conducted by Cinemagic's Dave Ziemer with acclaimed horror flick directors such as Sam Raimi (*Drag Me To Hell*) and Vincenzo Natali (*Splice*); scores from classic horror films from the 1930s to the 1950s; pop music from classic horror films including *Return of the Living Dead*, *An American Werewolf in London*, and *Lost Boys*; scary score music from classic episodes of *The Twilight Zone*; music from films based on Stephen King's works, and from *The Rocky Horror Picture Show*, *A Nightmare Before Christmas* and other Halloween movie musicals. All week long, check www.sirius.com/halloween for programming details.

Visit www.sirius.com/halloween and www.xmradio.com to sample *Scream* by playing with the spooky sounds in our interactive soundboard. Plus, vote for your favorite scary noises, and get details for *Scream* and all the special programming across SIRIUS XM.

About SIRIUS XM Radio

SIRIUS XM is America's satellite radio company, broadcasting more than 135 channels of commercial-free music, and premier sports, news, talk, entertainment, traffic, weather, and data services to 19.9 million subscribers in cars, trucks, boats and aircraft, and through a wide range of mobile devices.

SIRIUS XM 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. SIRIUS XM programming is also available at sirius.com and xmradio.com, and on Apple iPhone and iPod touch, BlackBerry and Android-powered mobile devices using the SIRIUS XM Premium Online App.

SIRIUS XM has arrangements with every major automaker and its radio products are available at retail locations nationwide, as well as shop.sirius.com and 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, the combined company's 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 SIRIUS XM's management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond the control of SIRIUS and XM. 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, the substantial indebtedness of SIRIUS and XM; the useful life of our satellites; and our competitive position versus other forms of audio and video entertainment. Additional factors that could cause SIRIUS' and XM's results to differ materially from those described in the forward-looking statements can be found in SIRIUS' Annual Report on Form 10-K for the year ended December 31, 2009 and its Quarterly Report on Form 10-Q for the period ending June 30, 2010 and XM's Annual Report on Form 10-K for the year ended December 31, 2009 and its Quarterly Report on Form 10-Q for the period ending June 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 SIRIUS and XM 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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