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SIRIUS XM Radio Announces Comprehensive Broadcast Coverage for Super Bowl XLIII

SIRIUS and XM listeners will have access to 13 individual broadcasts of Super Bowl XLIII in 10 languages

SIRIUS NFL Radio and 'Mad Dog Unleashed' to broadcast live from Tampa, FL

SIRIUS XM will air entire halftime performance by Bruce Springsteen and the E Street Band live nationwide on E Street Radio

NEW YORK, Jan. 21 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI), the Official Satellite Radio Partner of the NFL, announced today that it will provide extensive coverage of the Super Bowl with 13 different live broadcasts of Super Bowl XLIII in 10 languages, plus the live halftime performance by Bruce Springsteen and the E Street Band and live talk programming from Tampa every day of Super Bowl Week.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080819/NYTU044LOGO>)

On Super Bowl Sunday, February 1 at 6:00 pm ET, SIRIUS XM will air an expanded lineup of play-by-play broadcasts of Super Bowl XLIII live from Raymond James Stadium in Tampa nationwide. The 13 separate game calls in 10 languages is an increase from eight languages from last year and will be available for the first time to both SIRIUS and XM subscribers. SIRIUS subscribers and XM subscribers with the "Best of SIRIUS" programming package can choose from:

- Pittsburgh Steelers team broadcast - SIRIUS 122 / XM 143
- Arizona Cardinals team broadcast - SIRIUS 123 / XM 144
- Westwood One Radio broadcast - SIRIUS 124 / XM 124
- Westwood One Spanish broadcast - SIRIUS 91 / XM 102
- BBC Radio broadcast - SIRIUS 130 / XM 103
- NTV Plus broadcast (Russian) - SIRIUS 125 / XM 104
- France 2 broadcast (French) - SIRIUS 127 / XM 105
- NHK Japan broadcast (Japanese) - SIRIUS 121 / XM 106
- ARD broadcast (German) - SIRIUS 113 / XM 107
- Telenet Belgium broadcast (Flemish) - SIRIUS 126 / XM 108
- SMG broadcast (Mandarin Chinese) - SIRIUS 90 / XM 109
- RAI broadcast (Italian) - SIRIUS 117 / XM 110
- Sport1 broadcast (Hungarian) - SIRIUS 108 / XM 111

XM subscribers can add "The Best of SIRIUS" channels by calling 1-866-9SIRIXM (866-974-7496) or go to XMRadio.com for complete details. SIRIUS subscribers can add "The Best of XM" channels by calling 1-888-7BESTXM (888-723-7896), or go to SIRIUS.com for complete details.

"Our plans for this year's Super Bowl are more comprehensive and far-reaching than ever

before," said Scott Greenstein, SIRIUS XM Radio's President and Chief Content Officer. "For the first time, both SIRIUS and XM listeners will have access to the Super Bowl and our extensive lineup of 13 game broadcasts, plus Bruce Springsteen and the E Street Band live at halftime. With SIRIUS NFL Radio and its unparalleled team of hosts and Chris 'Mad Dog' Russo broadcasting live from Tampa, we will have Super Bowl Week covered from every angle. Listeners will not find a better mix of sports and entertainment programming anywhere."

During halftime of the Super Bowl, SIRIUS XM will provide listeners with a live broadcast of the on-field musical performance of Bruce Springsteen and the E Street Band on E Street Radio (SIRIUS channel 10, XM channel 58), the only radio channel dedicated to the music of Bruce Springsteen. E Street Radio will also carry the live Super Bowl Week press conference featuring Springsteen and other E Street Band members on Thursday, January 29 (2:30 pm ET) where Bruce and the band will answer questions about their upcoming performance. SIRIUS XM Radio host and Springsteen biographer Dave Marsh will be in Tampa Thursday through Super Bowl Sunday offering E Street Radio listeners reports from around the Tampa area and interviews with celebrities and Bruce fans in town to catch the Super Bowl.

From Monday, January 26 through Super Bowl Sunday, SIRIUS NFL Radio - the only radio channel covering the NFL 24 hours a day, 365 days a year - will broadcast live every day from Radio Row at the Tampa Convention Center offering listeners all the latest news and analysis leading up to the biggest game of the year, plus dozens of interviews with players, coaches, league executives and celebrities. Available nationwide on SIRIUS channel 124 and now on XM channel 124 with the "Best of SIRIUS" programming package, SIRIUS NFL Radio features a lineup of expert hosts that includes Gil Brandt, Randy Cross, Peter King, Pat Kirwan, Bob Papa, John Riggins, Tim Ryan, Shannon Sharpe, Solomon Wilcotts, Adam Schein and others.

SIRIUS NFL Radio will also broadcast live from Raymond James Stadium on Media Day, Tuesday, January 27 (10:00 am - 1:00 pm ET), offering one-on-one interviews with players and coaches from the Steelers and Cardinals. On Saturday, January 31 (2:00 pm ET), SIRIUS NFL Radio will provide live coverage as the Pro Football Hall of Fame's Class of 2009 is announced at the Tampa Convention Center. Listeners will hear the live announcement as well as one-on-one interviews with the newly elected Hall of Famers.

Renowned sports talk host Chris 'Mad Dog' Russo will also be in Tampa all week to host his daily show, *Mad Dog Unleashed*, live from Radio Row (2:00-7:00 pm ET). The show is the afternoon drive anchor program for SIRIUS XM's all-sports talk channel, Mad Dog Radio (SIRIUS channel 123, XM channel 144). On Saturday, January 31, Russo will host a special Saturday edition of *Mad Dog Unleashed* live from the Bank of America exhibit at NFL Experience outside Raymond James Stadium, where fans can watch him as he breaks down the following day's game and interviews the current and former NFL players in attendance.

Additionally, SIRIUS XM listeners can tune in 24/7 for traffic and weather reports for the Tampa area on SIRIUS channel 158 and XM channel 228.

As the Official Satellite Radio Partner of the NFL, SIRIUS XM Radio broadcasts every NFL game live nationwide, from the preseason through the Super Bowl and Pro Bowl. Fans can also tune into SIRIUS NFL Radio, for the only radio channel dedicated to the NFL 24 hours a

day, 365 days a year.

E Street Radio gives SIRIUS XM listeners unprecedented access to the music of Bruce Springsteen and the E Street Band, including exclusive concert broadcasts, rare archival recordings as well as insider reports and breaking news.

Visit www.sirius.com/superbowl and www.xmradio.com for complete information about Super Bowl coverage.

About SIRIUS XM Radio

SIRIUS XM Radio is America's satellite radio company delivering commercial-free music channels, premier sports, news, talk, entertainment, traffic and weather, to more than 18.9 million subscribers.

SIRIUS XM Radio has content relationships with an array of personalities and artists, including Howard Stern, Martha Stewart, Oprah Winfrey, Jimmy Buffett, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge(R), The Grateful Dead, Willie Nelson, Bob Dylan, Tom Petty, and Bob Edwards. SIRIUS XM Radio is the leader in sports programming as the Official Satellite Radio Partner of the NFL, Major League Baseball(R), NASCAR(R), NBA, NHL(R), and PGA TOUR(R), and broadcasts major college sports.

SIRIUS XM Radio has arrangements with every major automaker. SIRIUS XM Radio products are available at shop.sirius.com and shop.xmradio.com, and at retail locations nationwide, including Best Buy, RadioShack, Target, Sam's Club, and Wal-Mart.

SIRIUS XM Radio also offers SIRIUS Backseat TV, the first ever live in-vehicle rear seat entertainment featuring Nickelodeon, Disney Channel and Cartoon Network; XM NavTraffic(R) service for GPS navigation systems delivers real-time traffic information, including accidents and road construction, for more than 80 North American markets.

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 the benefits of the business combination transaction involving SIRIUS and XM, including potential synergies and cost savings and the timing thereof, 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 "anticipate," "believe," "plan," "estimate," "expect," "intend," "will," "should," "may," or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of SIRIUS' and 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: general business and economic conditions; the performance of financial markets and interest rates; the failure to realize synergies and cost-savings from the merger or delay in realization thereof; the businesses of SIRIUS and XM may not be combined successfully, or such

combination may take longer, be more difficult, time-consuming or costly to accomplish than expected. 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' and XM's Annual Reports on Form 10-K for the year ended December 31, 2007 and their respective Quarterly Reports on Form 10-Q for the quarter ended September 30, 2008, 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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