

November 11, 2009



# **SIRIUS XM To Launch 'Women's Conference Radio' Channel Hosted By California First Lady Maria Shriver**

**24-hour channel to broadcast in-depth coverage of The Women's Conference 2009 including key speeches, panels and exclusive interviews**

**Speakers at The Women's Conference 2009 included Governor Arnold Schwarzenegger, former Secretary of State Madeleine K. Albright, Katie Couric, Senior Advisor to the President Valerie B. Jarrett, Caroline Kennedy, Dr. Mehmet Oz, Robin Roberts**

NEW YORK, Nov. 11 /PRNewswire-FirstCall/ -- SIRIUS XM Radio today announced that for the fourth consecutive year it will launch *Women's Conference Radio*, a channel created to broadcast in-depth coverage of The Women's Conference 2009 hosted by California's First Lady Maria Shriver and Governor Arnold Schwarzenegger, the annual event designed to empower women of all ages and backgrounds to be "Architects of Change" in their lives, within the communities and around the world.

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

Hosted by Maria Shriver, *Women's Conference Radio* will feature key speeches and panels from The Women's Conference 2009 in their entirety, as well as behind-the-scenes interviews with speakers and attendees. *Women's Conference Radio* is a 24-hour channel and will air November 15 beginning at 12:00 am ET on SIRIUS channel 117 and XM channel 163.

The Women's Conference 2009 featured its signature "once-in-a-lifetime conversations" led by a distinguished roster of more than 100 speakers and participants including former Secretary of State Madeleine K. Albright, Sir Richard Branson, Katie Couric, Elizabeth Edwards, Senior Advisor to the President Valerie B. Jarrett, Caroline Kennedy, Annie Leibovitz, Dr. Mehmet Oz, Robin Roberts and others.

The Women's Conference is produced by the non-profit, non-partisan organization, the California Governor and First Lady's Conference on Women, which was established more than twenty years ago. Under First Lady Shriver and Governor Schwarzenegger's leadership, the annual event has blossomed into the nation's premier forum for women.

SIRIUS XM Radio is home to a diverse, powerful and exclusive lineup of programming for women including Oprah Radio, Martha Stewart Living Radio, Cosmo Radio, Rosie O'Donnell's *Rosie Radio* and Barbara Walters' *Here's Barbara*. For more information visit [www.sirius.com](http://www.sirius.com) and [www.xmradio.com](http://www.xmradio.com).

## About SIRIUS XM Radio

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

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

SIRIUS XM Radio has arrangements with every major automaker. SIRIUS XM Radio products are available at [shop.sirius.com](http://shop.sirius.com) and [shop.xmradio.com](http://shop.xmradio.com), and at retail locations nationwide, including Best Buy, RadioShack, Wal-Mart and independent retailers.

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® 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 "will likely result," "are expected to," "anticipate," "believe," "plan," "estimate," "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: our substantial indebtedness; 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; the useful life of our satellites; our dependence upon automakers and other third parties; our competitive position versus other forms of audio and video entertainment; and general economic conditions. 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, 2008 and XM's Annual Report on Form 10-K for the year ended December 31, 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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