

August 9, 2010



## 2010 PGA Championship to Air Nationwide on SIRIUS XM Radio

**Live hole-by-hole coverage airs Aug. 12 - 15 from Whistling Straits in Kohler, Wisconsin**

NEW YORK, Aug. 9 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that it will broadcast the 92nd PGA Championship, the season's final major championship, this Thursday, Aug. 12, through Sunday, Aug. 15, on XM channel 146 and SIRIUS channel 209 with the "Best of XM" programming package.

(Logo: <https://photos.prnewswire.com/prnh/20080819/NYTU044LOGO> )

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

SIRIUS XM's live coverage, from Whistling Straits in Kohler, Wisconsin, will be hosted by Gary Williams and Matt Adams alongside analysts John Maginnes and Dennis Paulson, with hole-by-hole updates from roving reporters Fred Albers, Doug Bell and Michael Collins.

On-course coverage will start Thursday and Friday at 12:00 pm ET and Saturday and Sunday at 1:00 pm ET and will continue until the conclusion of each day's play. Play-by-play will immediately be followed by a wrap-up of the day's action on *PGA Championship Replay*, which will include a recap with highlights, analysis and interviews with players.

Whistling Straits, a links-style course on the shores of Lake Michigan, is hosting the PGA Championship for the second time. In its 2004 debut, Vijay Singh won the Championship after a three-hole playoff with Chris DiMarco and Justin Leonard. Y.E. Yang is the defending PGA Champion, having won at Hazeltine National Golf Club in Minnesota last year.

The PGA Championship perennially features the strongest field in golf, with 97 of the top 100 ranked players in the world in this year's field. That list includes Tiger Woods, last year's runner-up and a four-time PGA Champion; reigning Masters Champion Phil Mickelson, who won the 2005 PGA Championship at Baltusrol Golf Club; 2010 U.S. Open Champion Graeme McDowell; Louis Oosthuizen, who won the 2010 British Open last month; and Wisconsin native Steve Stricker, the fourth-ranked player in the world.

In the days leading up to the Championship, SIRIUS XM's hosts will provide golf fans with daily talk and analysis of this year's event.

DiMarco, who participated in the exciting playoff at Whistling Straits in 2004, will debut a new edition of his weekly SIRIUS XM show, *oPINionated*, on Tuesday, Aug. 10 (12:00 pm ET and 4:00 pm ET). DiMarco, who has finished in the top 16 in four PGA Championships, will talk about his own experiences and share his thoughts on this year's Championship field.

*Fairways of Life* with Matt Adams and Earl Forcey will air live Monday through Friday (7:00-

9:00 am ET), followed by *Teed Off* (9:00 am – 11:00 am ET), then *Making the Turn* with Peter Kessler (11:00 am- Noon ET).

Vince Cellini will host *The PGA Championship Preview Show*, featuring complete tournament analysis and player interviews, on Tuesday and Wednesday (1:00 – 4:00 pm ET) and Saturday and Sunday (11:00 am – 1:00 pm ET).

All shows air on XM channel 146 and on SIRIUS channel 209 for subscribers with the "Best of XM" programming package.

For more information on SIRIUS XM's golf coverage, visit [www.xmradio.com/pgatour](http://www.xmradio.com/pgatour).

### **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 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 XM's Annual Report on Form 10-K for the year ended December 31, 2009, 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.*

## **P-SIRI**

Media Contact:

Andrew FitzPatrick

SIRIUS XM Radio

212.901.6693

[andrew.fitzpatrick@siriusxm.com](mailto:andrew.fitzpatrick@siriusxm.com)

SOURCE SIRIUS XM Radio