

March 11, 2011



# SiriusXM Offers Every Game of the 2011 NCAA® Division I Men's Basketball Championship

**Sirius and XM listeners nationwide get every minute of every game**

**Duke coach Mike Krzyzewski's exclusive SiriusXM show, 'Basketball and Beyond with Coach K,' will air throughout the tournament**

**SiriusXM College Sports Nation and Mad Dog Radio channels to offer daily analysis, interviews with coaches and players, and fan reactions**

NEW YORK, March 11, 2011 /PRNewswire/ -- Sirius XM Radio (Nasdaq: SIRI) will broadcast every game of the 2011 NCAA® Division I Men's Basketball Championship nationwide, offering both Sirius and XM subscribers uninterrupted access to play-by-play of every match-up from the First Four™ on March 15 and 16 through the Final Four® and National Championship game in Houston on April 2 and 4.

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

All tournament games will be available to both Sirius and XM listeners in their entirety, with no blackouts, on **Sirius channels 91, 122, 125, 126 and 127** and **XM channels 143, 241, 242, 243 and 244**. SiriusXM's Steve Torre will anchor the coverage on these channels, providing up-to-the-minute scores and highlights during game breaks and directing listeners to other games around the dial.

Tournament match-ups and Sirius and XM channel assignments will be available at [www.siriusxm.com/collegesports](http://www.siriusxm.com/collegesports) starting Monday, March 14.

On Selection Sunday, March 13, Chris "Mad Dog" Russo and Steve Torre will host a special *Mad Dog Radio Tournament Selection Show* live from 5:00 to 9:00 pm ET on [Mad Dog Radio](#), Sirius channel 123 and XM channel 144, providing listeners with live updates as tournament teams and match-ups are announced. Russo and Torre will interview special guests, including team coaches as well as selection committee chairman Gene Smith, and give fans a place to call in and share their reactions and opinions as the field is revealed.

Throughout the tournament, Sirius and XM listeners can tune in to several exclusive sports talk shows that will offer comprehensive tournament coverage.

Mike Krzyzewski, head coach of the defending National Champion Duke Blue Devils, will continue to host his weekly talk show, *Basketball and Beyond with Coach K*, throughout the tournament. Listeners can hear the show Wednesdays (7:00 pm ET/4:00 pm PT) on Mad Dog Radio. Additionally, Coach K will join Chris 'Mad Dog' Russo on Russo's show, *Mad*

*Dog Unleashed* (airing weekdays, 2:00-7:00 pm ET), at various times during the tournament for updates.

Fans can also follow everything happening throughout the tournament on [SiriusXM College Sports Nation](#) (Sirius channel 122 and XM channel 143), SiriusXM's all-college sports channel. Listeners will hear live play by play of tournament games plus daily talk and analysis from a roster of hosts that includes former University of Vermont head coach Tom Brennan, former Ohio State star and 1992 UPI Player of the Year Jimmy Jackson, former Georgia Tech star Kenny Anderson, and veteran college basketball voice Mark Packer.

Tom Brennan, Jimmy Jackson, Mark Packer and Jason Horowitz will be in Houston broadcasting live from Friday, April 1 through Tuesday, April 5, delivering fans all the latest news and talk from the Final Four.

SiriusXM will also offer coverage of the NCAA® Division I Women's Basketball Championship, providing listeners from coast to coast with full coverage of every regional final, the Women's Final Four and championship game.

All NCAA Tournament games are provided to SiriusXM by Westwood One.

### **About Sirius XM Radio**

Sirius XM Radio 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 20.2 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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