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SiriusXM Announces Comprehensive Broadcast Plans for Super Bowl

Listeners get multiple broadcasts of Super Bowl XLVII, offering play-by-play of the game in nine languages

Super Bowl Week programming features unparalleled mix of sports, entertainment and music - SiriusXM NFL Radio, Mad Dog Radio, plus Jeff Foxworthy, Sway Calloway, Jay Thomas, Maurice Jones-Drew, Bob Edwards, The Morning Mash Up, Benny Ricardo and others

Special limited-run New Orleans jazz channel, "Radio New Orleans," airs Feb. 1-3; Limited run channel for New Orleans traffic and weather airs Feb. 2-3

NEW YORK, Jan. 29, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI), the Official Satellite Radio Partner of the NFL, announced today that it will offer listeners comprehensive coverage of Super Bowl XLVII, with 12 different live broadcasts of the game in nine languages, plus a wide mix of sports and entertainment programming from New Orleans throughout Super Bowl Week.

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

On Sunday, February 3 (6:00 pm ET), SiriusXM will air Super Bowl XLVII live from the Mercedes-Benz Superdome, offering subscribers* a choice between the team radio broadcasts of the AFC Champion Baltimore Ravens and NFC Champion San Francisco 49ers, plus the national radio broadcast and eight foreign language broadcasts. Subscribers who have [SiriusXM Internet Radio](#) access in addition to their satellite radio subscription can also listen to the game through the SiriusXM Internet Radio App for mobile devices and online at [SiriusXM.com](#).

- Baltimore Ravens broadcast - Sirius 92 / XM 225 / Online 802
- San Francisco 49ers broadcast - Sirius 86 / XM 226 / Online 827
- National radio broadcast – Sirius 88 / XM 88 / Online 88
- Spanish language broadcast – Sirius 148 / XM 228 / Online 551 & 971
- BBC Radio broadcast – Sirius 91 / XM 229 / Online 960
- Hungarian broadcast - Sirius 94 / XM 230 / Online 961
- Chinese broadcast – Sirius 128 / XM 231 / Online 962
- German broadcast – Sirius 123 / XM 232 / Online 963
- Dutch broadcast - Sirius 134 / XM 233 / Online 964
- Portuguese broadcast – Sirius 135 / XM 234 / Online 965
- Japanese broadcast – Sirius 136 / XM 235 / Online 966
- French broadcast – Sirius 93 / XM 236 / Online 967

* NFL programming is available to Sirius subscribers, XM Premier, and SiriusXM Premier subscribers. (Visit www.siriusxm.com/subscriptions for info.)

SiriusXM NFL Radio will broadcast live every day from the NFL's Radio Row in New Orleans, offering listeners the latest news and expert analysis leading up to the biggest game of the year, plus dozens of interviews with players, coaches, league executives and celebrities in town for the event. Available on channel 88 on Sirius and XM Premier, SiriusXM NFL Radio features a lineup of expert hosts that includes **Gil Brandt, Derrick Brooks, Keith Bulluck, Rich Gannon, Pat Kirwan, Jim Miller, Bob Papa, Tim Ryan, LaDainian Tomlinson, Ross Tucker, Adam Schein** and others.

On Saturday, February 2 at 5:00 pm ET, SiriusXM NFL Radio will provide live coverage as the Pro Football Hall of Fame's Class of 2013 is announced, plus interviews with the newly elected Hall of Famers. The channel will also have live coverage after the game on Sunday, featuring interviews with the Super Bowl XLVII MVP and the winning head coach.

On Saturday, February 2, Adam Schein and Jim Miller will host a red carpet show from the "2nd Annual NFL Honors," the star-studded football and entertainment event that salutes top players and performances from the 2012 season. The special, which will feature interviews with the stars and Hall of Famers in attendance, will air on SiriusXM NFL Radio at 8:00 pm ET.

In addition to SiriusXM NFL Radio's coverage, SiriusXM will offer a myriad of programming options throughout Super Bowl Week from the worlds of sports, entertainment and music.

SPORTS

SiriusXM's **Christopher 'Mad Dog' Russo** will be in New Orleans all week to host his daily show, *Mad Dog Unleashed*, live from Radio Row from 2:00 to 7:00 pm ET. The show is the anchor program for SiriusXM's all-sports talk channel, Mad Dog Radio (channel 86). Mad Dog Radio's daily morning show, *Evan and Phillips in the Morning*, hosted by **Evan Cohen** and former Mets GM **Steve Phillips**, (6:00 to 10:00 am ET) will also air live from Radio Row throughout the week.

Jacksonville Jaguars Pro Bowl running back **Maurice Jones-Drew** will be on Radio Row to host his SiriusXM Fantasy Sports Radio show, *Runnin' with MJD*, live on Thursday from 2:00 to 4:00 pm ET and again on Friday from 12:00 to 1:00 pm ET (channel 87 on XM and channel 210 on Sirius Premier).

Former NFL kicker **Benny Ricardo** will host a special bi-lingual Super Bowl preview show from Radio Row on Friday from 4:00 to 6:00 pm ET on ESPN Deportes Radio (channel 149).

ENTERTAINMENT/TALK

The Jay Thomas Show, featuring the Emmy Award-winning actor and New Orleans native, will air live on Radio Row on Friday from 2:00 to 3:00 pm ET on SiriusXM Stars Too (channel 104).

Comedian **Jeff Foxworthy** will host a live Blue Collar Radio special airing live from Radio Row on Friday from 3:00 to 4:00 pm ET (channel 97).

SiriusXM's *Covino & Rich*, hosted by **Steve Covino** and **Rich Davis** on SiriusXM Stars Too (channel 104, weekdays at 11:00 am ET), will broadcast from spots around New Orleans, including the Maxim Party and Radio Row, and create special features capturing the party feel of New Orleans during Super Bowl Week.

Award-winning journalist **Bob Edwards** will present a series of New Orleans-themed specials on his daily SiriusXM show throughout Super Bowl Week that will showcase the city and its celebrated musical heritage. Edwards' shows will be highlighted by interviews with renowned musicians Dr. John, Aaron Neville, Irma Thomas and more. Edwards will also talk with New Orleans mayor Mitch Landrieu about being the Super Bowl's host city and the quick turnaround for Mardi Gras. Airing weekday mornings at 8:00 am ET on SiriusXM Public Radio (XM channel 121 on XM, Sirius channel 205 with Sirius Premier).

Additionally, from Saturday, February 2, through Super Bowl Sunday, SiriusXM listeners can tune in to a special limited run channel for regular traffic and weather reports for the New Orleans area (channel 142).

MUSIC

On Friday, February 1, SiriusXM will launch "Radio New Orleans" on channel 67 featuring New Orleans music founded on the roots of jazz; everything from Louis Armstrong and The Preservation Hall Jazz Band to Dr. John and Trombone Shorty. The channel, produced in conjunction with renowned New Orleans community radio station WWOZ, will air through Sunday, February 3.

Sway Calloway will host *Sway in the Morning*, his live weekday show on Eminem's Shade 45 channel, from Radio Row on Thursday and Friday at 8:00 am ET (channel 45).

Maurice Jones-Drew and Sway will also team up Friday on Radio Row for a one-hour special airing from 1:00 to 2:00 pm ET on Shade 45.

SiriusXM Hits 1's *The Morning Mash Up*, **Nicole, Rich, Stanley T.** and **Ryan**, will be interviewing guests on Radio Row during their Friday broadcast and at the NFL Experience at the Ernest N. Morial Convention Center on Friday and Saturday from 6:00 to 8:00 pm ET.

As the Official Satellite Radio Partner of the NFL, SiriusXM broadcasts every NFL game live nationwide, from the preseason through the Pro Bowl and Super Bowl.

Visit www.siriusxm.com/superbowl for more information.

About Sirius XM Radio

[Sirius XM Radio Inc.](http://www.siriusxm.com) is the world's largest radio broadcaster measured by revenue and has 23.9 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S., from retailers nationwide, and online at siriusxm.com. SiriusXM programming is also available through the [SiriusXM Internet Radio](#) App for [Android](#), [Apple](#), and [BlackBerry](#) smartphones and other connected devices. SiriusXM also holds a minority interest in [SiriusXM Canada](#) which has more than 2 million subscribers.

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," "believe," "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 statements: our competitive position versus other forms of audio entertainment; our dependence upon automakers; general economic conditions; failure of our satellites, which, in most cases, are not insured; our ability to attract and retain subscribers at a profitable level; royalties we pay for music rights; the unfavorable outcome of pending or future litigation; failure of third parties to perform; and our substantial indebtedness. 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, 2011, 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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