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# Renowned Chef Bobby Flay to Host Exclusive Five-Week Series of Shows on SIRIUS XM Radio

*'Bobby Flay Radio': Food, Sports and Life for Today's Guy*

*Flay serves up savory inspiration and ingredients for the modern man*

NEW YORK, Jan. 6 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that Bobby Flay, the renowned chef, restaurateur, award-winning cookbook author and television personality, will host *Bobby Flay Radio*, an exclusive five-week series of live call-in shows on which he will explore the essentials of good living for men of all ages and backgrounds.

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

*Bobby Flay Radio* launches January 8, 2009 and will air from 10:00 am - 12:00 pm ET every Thursday through February 5, 2009 exclusively on SIRIUS XM Stars Too, SIRIUS channel 108 and XM channel 139. On the show -- Flay's first time hosting a radio show -- he will offer expert advice and ideas for guys on everything from food to sports to dating to style and beyond, take calls from around the country, and welcome special guests. For show topics and segments Flay will draw from his many passions both in and out of the kitchen, and dispense tips on everything from football picks to navigating fine dining, from cooking the perfect burger to planning a flawless first date, how to dress to impress for a big interview and much more.

"I love the energy and fast, fun pace of live radio and look forward to interacting with SIRIUS XM's listeners and sharing my philosophies for living life to the fullest," said Flay. "With the right attitude and a few key ingredients every guy out there can enjoy the good life -- no matter what."

"Bobby Flay's talent, innovation and passion for food and life have transformed American cuisine, won rave reviews, and extend well beyond the kitchen," said Jeremy Coleman, SVP, Talk and Entertainment Programming, SIRIUS XM Radio. "His natural style, humor and ability to inform and entertain make him the perfect fit for SIRIUS XM. *Bobby Flay Radio* is an exciting new venture for us and for his millions of fans."

A diehard sports fan, Flay will welcome his longtime friend and sports consultant "Larry K" on the air to make predictions and riff on their favorite teams and players. On each show Flay will construct the "simple sandwich of the week" in studio and share the recipe for the perfect culinary complement to the week's big games. Flay's wife actress Stephanie March will also join the mix and add the woman's perspective to the guy talk. In addition, March will contribute "The Culture Hour in a Minute," a short attention span wrap-up of the week's current events and entertainment news.

Bobby Flay shares his knowledge and enthusiasm for food through his numerous acclaimed restaurants, television shows and cookbooks. He is internationally renowned for his signature style of cooking, combining the vibrant flavors of the Southwest and a masterful command of the grill. In 1991, at the age of 25, Flay opened his flagship Mesa Grill restaurant in New York City. In 1993 he opened Bolo, which was awarded a rare three stars by *The New York Times*. Flay's restaurant empire today includes seven restaurants including Mesa Grill in New York, Mesa Grill at Caesars Palace in Las Vegas and on Paradise Island in the Bahamas; Bar Americain in New York City; Bobby Flay Steak in Atlantic City; and two outposts of Bobby's Burger Palace, in Long Island and in New Jersey.

Flay has authored numerous bestselling cookbooks, including *Bobby Flay's Grill It!* (Clarkson Potter, 2008) and *Bobby Flay's Mesa Cookbook: Explosive Flavors From the Southwestern Kitchen* (Clarkson Potter, 2007). His ninth cookbook, *Bobby Flay's Burgers, Fries and Shakes* (Clarkson Potter), will hit bookstores this April. Since debuting on The Food Network in 1994 Flay has continuously hosted programs including *Throwdown! with Bobby Flay*, and he is a featured Iron Chef competitor on *Iron Chef America*. He is the lifestyle correspondent for CBS' *The Early Show* and *CBS Sunday Morning*. Flay is a born and bred native New Yorker and continues to live there with his wife, Stephanie March.

#### *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](http://shop.sirius.com) and [shop.xmradio.com](http://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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