

June 12, 2013



SiriusXM Names Frank Flores Vice President of Hispanic Marketing and Sales

NEW YORK, June 12, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today the appointment of Frank Flores as Vice President of Hispanic Marketing and Sales. Flores will oversee the marketing and advertising sales initiatives surrounding the SiriusXM Latino channels, which include ten exclusive commercial-free music channels covering a wide variety of music genres, and multiple Spanish-language sports and talk channels.

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

"We are excited to have Frank Flores join SiriusXM as we continue the expansion of our Latino subscriber initiative for a national audience of bilingual listeners," said Scott Greenstein, President and Chief Content Office, SiriusXM. "Frank will help lead the growth of SiriusXM Latino, which contains the most comprehensive Latin programming lineup on radio. He is a dynamic executive with deep experience and we welcome him to the SiriusXM team."

Previously, Mr. Flores was Senior Vice President of Sales Marketing for National Latino Broadcasting. Prior to joining NLB, Mr. Flores was Chief Revenue Officer for Spanish Broadcasting Systems, overseeing the day-to-day operations of twenty radio stations across the country. Before SBS, he held a number of senior positions including Director of Sales for CBS Radio.

Flores will report directly to Scott Greenstein. He will be based in New York City.

For more information, please visit www.siriusxm.com and www.siriusxm.com/latino.

About Sirius XM Radio

[Sirius XM Radio Inc.](http://www.siriusxm.com) is the world's largest radio broadcaster measured by revenue and has 24.4 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.

On social media, join the SiriusXM community on Facebook, facebook.com/siriusxm, Twitter, twitter.com/siriusxm, Instagram, instagram.com/siriusxm, and YouTube at youtube.com/siriusxm.

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 radio and audio services; 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; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; 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, 2012, 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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