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BMW Launches SIRIUS Introductory Offer on Certified Pre-Owned Vehicles

NEW YORK, July 20 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) today announced BMW customers will receive an introductory three-month trial subscription of the "SIRIUS Everything" package upon the purchase of SIRIUS-equipped Certified Pre-Owned BMW vehicles sold in the U.S.

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

BMW will continue to offer SIRIUS as an exclusive factory-installed option on all new BMW vehicles with a one-year bundled subscription included in the price of the vehicle. SIRIUS has been available as a factory-installed option on all BMW vehicles sold in the U.S. since 2004.

"BMW is very excited to be partnering with SIRIUS XM Radio for this special BMW Certified Pre-Owned customer offer. The BMW Certified Pre-Owned Program is the luxury segment leader, and making SIRIUS XM Radio available for a three-month trial simply adds value to the already established value leader," said Joan Horst Pre-Owned Manager -- Marketing, BMW of North America. "The past 2 years have been especially successful for BMW new vehicle sales, and a record number of customers have embraced the SIRIUS XM experience. Consequently BMW is seeing more and more vehicles entering the Certified Pre-Owned BMW Vehicle Program with SIRIUS hardware already operational. The next logical step is to add a special program to introduce CPO buyers to the pleasure of SIRIUS XM."

"We are thrilled to expand our offering with BMW to provide their customers with an exceptional driving experience," said Doug Pergament, Vice President Automotive, SIRIUS XM Radio. "Our critically-acclaimed sports, news, talk, entertainment and 100% commercial-free music programming affords drivers of Certified Pre-Owned BMW vehicles the best audio experience on the road."

For more information on SIRIUS, please visit www.sirius.com.

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, 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 and 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 "will likely result," "are expected to," "anticipate," "believe," "plan," "estimate," "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: our substantial indebtedness; 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; the useful life of our satellites; our dependence upon automakers and other third parties; our competitive position versus other forms of audio and video entertainment; and general economic conditions. 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, 2008 and XM's Annual Report on Form 10-K for the year ended December 31, 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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