

October 7, 2009



# **SIRIUS XM Radio Announces Extensive MLB Postseason Coverage**

**XM listeners nationwide will get live play-by-play of every Division Series, League Championship Series and World Series game**

**MLB Home Plate and Mad Dog Radio channels to broadcast live on site during the League Championship Series and World Series**

**Hall of Fame slugger Reggie Jackson hosts exclusive radio series, "October Nights," Tuesdays on Mad Dog Radio**

NEW YORK, Oct. 7 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that it will offer baseball fans extensive coverage of the 2009 Major League Baseball postseason starting Wednesday, October 7, with live play-by-play of every game on XM, plus playoff talk and analysis every day on SIRIUS XM's MLB Home Plate and Mad Dog Radio channels.

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

As the Official Satellite Radio Partner of Major League Baseball, XM broadcasts every MLB game from Opening Day through the World Series. Starting with the League Championship Series games, XM will offer listeners the official team radio broadcasts for both the home and visiting ball clubs for every game, in addition to national ESPN Radio broadcasts throughout the postseason and Spanish language broadcasts for select games.

SIRIUS XM's 24 hour baseball talk channel, MLB Home Plate (XM channel 175, SIRIUS channel 210 with the "Best of XM"), will offer fans the latest news and analysis from a panel of expert hosts that includes Cal Ripken Jr., Bill Ripken, Rob Dibble, Kevin Kennedy, Buck Martinez, Jim Duquette, Mitch Williams, Rico Petrocelli and others. MLB Home Plate will broadcast live from ballparks before and after games, offering game previews and post-game interviews with players, managers and coaches.

Every Tuesday through the World Series, Hall of Famer Reggie Jackson will host a new edition of the exclusive talk radio series, *October Nights*, (7:00 - 9:00 pm ET) on Mad Dog Radio (SIRIUS channel 123, XM channel 144). The six-week series, running through November 10, will feature Jackson and co-host Bill Pidto talking about the playoff picture in the American and National Leagues and Jackson's own experiences in the postseason.

Mad Dog Radio, SIRIUS XM's all-sports talk channel, will offer fans a place for two-way baseball talk all day, every day of the postseason. During the LCS and World Series, headliner Chris 'Mad Dog' Russo will host his daily show, *Mad Dog Unleashed*, (weekdays, 2:00 - 7:00 pm ET) live on select dates from the AL or NL ballpark.

For more info visit [www.xmradio.com/mlb](http://www.xmradio.com/mlb) or [www.sirius.com](http://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®, 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®, NASCAR®, NBA, NHL®, and PGA TOUR®, 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, Wal-Mart and independent retailers.

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® 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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