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SiriusXM to Broadcast Exclusive Town Hall Event with Renowned Designer and Humanitarian Kenneth Cole, Hosted by Fern Mallis

Cole to sit down exclusively with SiriusXM host and fashion industry icon Fern Mallis for the special Q&A

NEW YORK, Feb. 1, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced that renowned American designer and humanitarian Kenneth Cole will sit down for a special Q&A session at SiriusXM studios in New York City.

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

Hosted by SiriusXM *Fashion Insiders'* Fern Mallis, "SiriusXM's Town Hall with Kenneth Cole" will feature the popular designer answering questions from a live studio audience about his life, career, philanthropy and much more.

"SiriusXM's Town Hall with Kenneth Cole," which will take place on Tuesday, February 5, will air on SiriusXM Stars channel 107 on February 7 at 10:00 am. Encore presentations will air February 8 at 8:00 pm; February 9 at 9:00 am and 5:00 pm; and February 10 at 1:00 pm on SiriusXM Stars channel 107. The special will also replay on SiriusXM OutQ channel 108 on February 8 at 10:00am. All times are ET.

"Kenneth Cole has inspired us all with his designs, dedication and call for social change. There is nobody better to talk with this designer than Fern Mallis, the ultimate fashion industry insider. We are thrilled to have him share his vision of a better tomorrow with SiriusXM listeners," said Scott Greenstein, President and Chief Content Officer, SiriusXM.

"I have been a longtime friend and fan of Kenneth Cole and have greatly admired his creative force both on and off the runway," said Fern Mallis. "I am excited to kick off Fashion Week programming with this special broadcast event."

"SiriusXM's Town Hall with Kenneth Cole" is part of SiriusXM's "Town Hall" series—intimate gatherings with iconic entertainers, celebrities and newsmakers sitting down with a studio audience of SiriusXM listeners. Previous SiriusXM "Town Hall" specials have featured Bruce Springsteen, Carol Burnett, Tom Petty, KISS, Coldplay, the surviving members of Nirvana, Renee Fleming, Gregg Allman, Quentin Tarantino, Ronnie Dunn, Duke basketball coach Mike Krzyzewski and Harry Belafonte.

Kenneth Cole is a popular American designer who has risen to the top of American fashion with stores in the US and abroad. As Chairman to The Foundation of AIDS Research (amfAR) and a founding board member of the Council of Fashion Designers of American

(CFDA) and The Sundance Institute, he has been able to unite his fashion instincts and business acumen with his philanthropic convictions.

Hailed as the creator of New York Fashion Week, Fern Mallis is currently the host of SiriusXM's *Fashion Insiders with Fern Mallis*, inviting listeners inside the industry she revolutionized to explore the brands, business, and personalities of the biggest designers, top magazine editors, models, photographers, style experts, and other special guests. Mallis also hosts premier conversation series *Fashion Icons with Fern Mallis* at New York's prestigious 92nd Street Y, interviewing superstar designers and industry icons such as Marc Jacobs, Tom Ford, Diane von Furstenberg, Calvin Klein and many others. Mallis is also President of her own leading international fashion and design consultancy firm, Fern Mallis LLC.

After the live broadcast, "SiriusXM's Town Hall with Kenneth Cole" will be available on SiriusXM On Demand for subscribers listening via the [SiriusXM Internet Radio App](#) for smartphones and other mobile devices or online at [siriusxm.com](#). Visit [www.siriusxm.com/ondemand](#) for more information on SiriusXM On Demand.

For more information, visit [www.siriusxm.com/townhall](#) and [www.kennethcole.com](#).

About Sirius XM Radio

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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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