

March 12, 2013



"UMF Radio" Channel to Launch on SiriusXM Live from Miami during Ultra Music Festival and Miami Music Week

Limited-run channel to broadcast live Ultra Music Festival performances by Afrojack, Armin van Buuren, Avicii, Bingo Players, Cazzette, David Guetta, Dirty South, Fatboy Slim, Fedde le Grand, Kaskade, Knife Party, Martin Solveig, Nicky Romero, R3hab, Sander van Doorn, Steve Aoki, Thomas Gold, W&W and more

Tiesto to present a special live DJ set from the SiriusXM Music Lounge to celebrate the 1 year anniversary of his SiriusXM channel Tiesto's Club Life Radio

SiriusXM's "UMF Radio" to feature live DJ sets by Armin van Buuren, Calvin Harris, Ferry Corsten, Hardwell, Krewella, Nicky Romero and Quintino from the SiriusXM Music Lounge in Miami

NEW YORK, March 12, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that it will launch "UMF Radio," ("Ultra Music Festival Radio"), the limited-run, 24/7, commercial-free channel featuring performances, DJ sets and interviews with the world's most popular DJs, producers and international dance music artists from the Ultra Music Festival, the world famous outdoor electronic dance music festival.

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

SiriusXM's "UMF Radio" will air on SiriusXM's Electric Area, channel 52, beginning Friday, March 15 at 12:00 pm ET.

The limited-run channel will broadcast live DJ sets from both weekends of Ultra Music Festival, which is celebrating its 15 year anniversary, including Afrojack, Armin van Buuren, Avicii, Benny Benassi, Bingo Players, Borgore, Cazzette, Chuckie, David Guetta, Dirty South, Fatboy Slim, Fedde le Grand, Hardwell, Kaskade, Knife Party, Major Lazer, Martin Solveig, Markus Schulz, Nicky Romero, Quintino, R3hab, Sander van Doorn, Steve Aoki, Thomas Gold, Tritonal, W&W and more. The DJ sets will air on "UMF Radio."

"UMF Radio" will also feature DJ sets and interviews live from the 7th annual SiriusXM Music Lounge in Miami from Wednesday, March 20 through Friday, March 22.

SiriusXM Music Lounge Schedule:

Wednesday, March 20 from 1:00 –6:00 pm ET on "UMF Radio" and Tiesto's Club Life

Radio

Celebrating the one year anniversary of the launch of Tiesto's Club Life Radio—DJ sets and interviews with: Tiesto, Dyro, Alvaro, Quintino and Showtek.

Thursday, March 21 from 1:00 –6:00 pm ET on "UMF Radio"

"Calvin Harris Takeover" with DJ sets by Calvin Harris, Michael Woods and Firebeatz (3:00-6:00 pm ET).

DJ sets and interviews with Krewella and Ferry Corsten.

Friday, March 22 from 1:00 –6:00 pm ET on "UMF Radio"

"Armin van Buuren's Armada Takeover" with DJ sets by: Armin van Buuren with Markus Schulz, W&W, Gabriel & Dresden, Antillas and Hardwell.

"Our extensive lineup in Miami during Ultra Music Festival is another example of SiriusXM's audio leadership in and commitment to the electronic dance music world. Our team works directly with the world's most acclaimed DJs to create exclusive content for our listeners including specialty shows on our EDM channels, broadcasting live sets from the biggest EDM festivals and hosting private events for our listeners," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "This is another major event we are proud to bring to our millions of EDM listeners across the country."

On Monday, March 18 from 6:00—11:00 pm ET, "UMF Radio" will broadcast live from "The Avicii Hotel," the hotel Avicii is "taking over" during Miami Music Week. SiriusXM listeners will hear live DJ sets and interviews with Avicii, Cazzette and more.

On Tuesday, March 19 at 6:00 pm ET, "UMF Radio" will broadcast the "Elektro Freshman Class 2013" event featuring DJ sets by Audien, Baauer, Carnage, Danny Avila, Deniz Koyu, Krewella, Pierce Fulton, Walden and more.

On Thursday, March 21 from 6:00 pm—1:00 am ET, "UMF Radio" will broadcast the "Size Matters" event from the legendary Fontainebleau Hotel featuring DJ sets by AN21 & Max Vangeli, Thomas Gold, Sunnery James & Ryan Marciano, Riva Starr, Wayne & Woods, Third Party and Steve Angello of the Swedish House Mafia. Steve Angello's set at the Fontainebleau will kick off his new Electric Area show *Size Matters*.

After Ultra Music Festival, SiriusXM's "UMF Radio" will be available online and through the [SiriusXM Internet Radio App](#) for smartphones and mobile devices on SiriusXM Limited Engagements 4, in the Dance/Electronic category through Wednesday, April 24. The channel will feature highlights from the festival, the SiriusXM Music Lounge and classic *UMF Radio* shows.

UMF Radio is a weekly show on SiriusXM's Electric Area channel. The two-hour weekly show features a mix of the industry's most prominent and up-and-coming artists. *UMF Radio* airs Fridays from 6:00—8:00 pm ET.

SiriusXM listeners will have the opportunity to win passes to the SiriusXM Music Lounge until Monday, March 18 at 9:00 am ET by tweeting the hashtag #SXMUltra to enter to win. See Official Rules for additional details about this opportunity at www.siriusxm.com/electricarea beginning Wednesday, March 13.

In 2012, Tiesto launched his SiriusXM channel Tiesto's Club Life Radio with a special live DJ set for SiriusXM listeners at the SiriusXM Music Lounge in Miami during Miami Music Week.

Tiesto's Club Life Radio, created and curated by Tiesto, features a variety of electronic dance music including progressive, electro, trance, bass, tech and house hand selected by the world-renowned DJ and producer. Other superstar and up and coming DJs also appear on the channel, including Alvaro, Angger Dimas, Avicii, Bart B More, Bassjackers, BT, Calvin Harris, Dada Life, deadmau5, Fedde le Grand, Bingo Players, Arty, Nicky Romero, Markus Schulz, Thomas Gold, R3hab, Sidney Samson, Pretty Lights, Paul Oakenfold, Carl Cox and more.

Electric Area plays electronic dance music, house, trance, electro, dubstep, progressive, trap, along with the biggest DJs in the world. Listeners will hear Tiesto, Afrojack, Armin van Buuren, Hardwell, Steve Aoki, Sander van Doorn, Avicii, Above & Beyond, Eric Prydz, Swedish House Mafia, deadmau5, Fedde le Grand, Bingo Players, Arty, Nicky Romero, Markus Schulz, Thomas Gold, R3hab, Sidney Samson, Pretty Lights, Paul Oakenfold, Carl Cox and more.

For more information on SiriusXM, please visit www.siriusxm.com.

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 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](http://www.siriusxm.com). SiriusXM programming is also available through the [SiriusXM Internet Radio](http://www.siriusxm.com) App for [Android](http://www.siriusxm.com), [Apple](http://www.siriusxm.com), and [BlackBerry](http://www.siriusxm.com) smartphones and other connected devices. SiriusXM also holds a minority interest in [SiriusXM Canada](http://www.siriusxm.com) which has more than 2 million subscribers.

On social media, join the SiriusXM community on Facebook, [facebook.com/siriusxm](https://www.facebook.com/siriusxm), Twitter, twitter.com/siriusxm, Instagram, [instagram.com/siriusxm](https://www.instagram.com/siriusxm), and YouTube at [youtube.com/siriusxm](https://www.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; our ability to attract and retain qualified executive officers; 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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