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SIRIUS XM Radio Announces Comprehensive Broadcast Coverage for Super Bowl XLIV

SIRIUS and XM listeners will have access to 14 different broadcasts of Super Bowl XLIV in 10 languages

SIRIUS NFL Radio and Mad Dog Radio to broadcast live from South Florida

Super Bowl Week coverage kicks off with live broadcast of the Pro Bowl on Sunday, Jan. 31

NEW YORK, Jan. 28 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI), the Official Satellite Radio Partner of the NFL, announced today that it will broadcast Super Bowl XLIV in 10 languages, offering listeners 14 different live broadcasts plus live talk programming from South Florida throughout Super Bowl Week.

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

On Super Bowl Sunday, February 7 (6:00 pm ET), SIRIUS XM will air an expanded lineup of live play-by-play broadcasts of Super Bowl XLIV from Sun Life Stadium in South Florida.

The 14 different game calls will be available to SIRIUS subscribers and XM subscribers with the "Best of SIRIUS" programming package.

- Indianapolis Colts broadcast - SIRIUS 123 / XM 102
- New Orleans Saints broadcast - SIRIUS 125 / XM 103
- National Radio broadcast - SIRIUS 124 / XM 124
- BBC Radio broadcast - SIRIUS 130 / XM 104
- Spanish language broadcast - SIRIUS 91 / XM 105
- Spanish broadcast (Canal + Spain) - SIRIUS 155 / XM 106
- Russian broadcast (NTV Plus) - SIRIUS 154 / XM 107
- French broadcast (W9) - SIRIUS 157 / XM 108
- Japanese broadcast (NHK Japan) - SIRIUS 158 / XM 109
- German broadcast (ARD) - SIRIUS 127 / XM 110
- Italian broadcast (RAI) - SIRIUS 122 / XM 111
- Hungarian broadcast (Sport1) - SIRIUS 90 / XM 112
- Dutch broadcast (Prime Sport) - SIRIUS 152 / XM 113
- Danish broadcast (Viasat) - SIRIUS 126 / XM 114

"The Super Bowl showcases the breadth and depth of SIRIUS XM's programming; we will offer listeners more comprehensive and far-reaching content during Super Bowl Week than can be found anywhere else," said Scott Greenstein, SIRIUS XM Radio's President and

Chief Content Officer. "Fans nationwide will have access to the game in 10 different languages, and with our SIRIUS NFL Radio talent, Chris 'Mad Dog' Russo, plus a variety of other SIRIUS XM personalities broadcasting live from South Florida, we will offer listeners unparalleled access to one of the biggest events of the year."

Starting Monday, February 1, SIRIUS NFL Radio will broadcast live every day from Radio Row at the Ft. Lauderdale Convention Center offering listeners all the latest news and analysis leading up to the biggest game of the year, plus dozens of interviews with players, coaches, league executives and celebrities. Available to listeners nationwide on SIRIUS channel 124 and XM channel 124 with the "Best of SIRIUS" programming package, SIRIUS NFL Radio features a lineup of expert hosts that includes Gil Brandt, Derrick Brooks, Randy Cross, Rich Gannon, Pat Kirwan, Jim Miller, Bob Papa, Tim Ryan, Ross Tucker, Solomon Wilcotts, Peter King and Adam Schein.

SIRIUS NFL Radio will also broadcast live from Sun Life Stadium on Media Day, Tuesday, February 2 (10:00 am - 1:00 pm ET), offering one-on-one interviews with players and coaches from the Colts and Saints. On Saturday, February 6 (4:00 pm ET), SIRIUS NFL Radio will provide live coverage as the Pro Football Hall of Fame's Class of 2010 is announced. Listeners will hear the live announcement as well as one-on-one interviews with the newly elected Hall of Famers.

Renowned sports talk host Chris 'Mad Dog' Russo will also be in South Florida all week to host his daily show, *Mad Dog Unleashed*, live from Radio Row (2:00-7:00 pm ET). The show is the anchor program for SIRIUS XM's all-sports talk channel, Mad Dog Radio (SIRIUS channel 123, XM channel 144). On Saturday, February 6, Russo will host a special Saturday edition of *Mad Dog Unleashed* live from Radio Row.

On Sunday, January 31 (7:30 pm ET) SIRIUS NFL Radio will carry the live broadcast of the Pro Bowl from Sun Life Stadium. The annual all-star matchup of the AFC's best and NFC's best is returning to the U.S. mainland after being played in Hawaii since 1980.

As the Official Satellite Radio Partner of the NFL, SIRIUS XM Radio broadcasts every NFL game live nationwide, from the preseason through the Pro Bowl and Super Bowl. Fans can also tune into SIRIUS NFL Radio, for the only radio channel dedicated to the NFL 24 hours a day, 365 days a year.

Visit www.sirius.com/superbowl or www.xmradio.com/superbowl for complete information about Super Bowl coverage.

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, Rosie O'Donnell, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge®, Bob Edwards, Chris "Mad Dog" Russo, Jimmy Buffett, The Grateful Dead, Willie Nelson, Bob Dylan and Tom Petty. 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 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, 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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