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# The Who Channel to Launch on SIRIUS XM Radio

**"The Who Channel" to broadcast the band's Super Bowl halftime performance live**

**Limited-run channel to feature exclusive and in-depth interview with Pete Townshend and Roger Daltrey**

NEW YORK, Feb. 2 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that it will launch *The Who Channel*, a five-day long, commercial-free music channel featuring music, performances and interviews celebrating the career of one of the most iconic rock bands of all time, The Who.

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

The limited-run channel will launch on Thursday, February 4 at 3:00 pm ET and will run until Monday, February 8 at 11:59 pm ET on SIRIUS channel 16 and XM channel 40.

*The Who Channel* will feature a live broadcast of the band's on-field halftime performance at Super Bowl XLIV and play music spanning The Who's entire five-decade-long career, from their debut in 1965 through the band's latest releases: *The Who Greatest Hits*, the career-spanning compilation, and *The Who Greatest Hits Live*, a collection of previously unreleased and newly mixed concert recordings from throughout the band's entire career. Listeners will also hear exclusive interviews with the band members and broadcasts of live concert performances from the band's massive archive.

On Friday, February 5 at 2:00 pm ET, listeners will also hear an exclusive, in-depth interview between SIRIUS XM host and noted music journalist Dave Marsh, and The Who's Pete Townshend and Roger Daltrey.

*The Who Channel* is an example of SIRIUS XM's exclusive, limited-run, artist-branded channels dedicated to iconic musicians. In addition to the current broadcast of Bruce Springsteen's E Street Radio, SIRIUS XM has previously offered limited-run channels such as *Mandatory Metallica*, *Paul McCartney's Fireman Radio*, *Rolling Stones Radio*, *AC/DC Radio*, *Led Zeppelin Radio*, *Miles Davis Radio*, *The Spectrum of John Mellencamp*, *Radio R.E.M.*, *Coldplay Nation*, *ABBA Radio*, *Neil Diamond Radio*, *Jay-Z Nation*, *Garth Brooks Radio* and *Duran Duran's Red Carpet Radio*, among many others.

For more information, please visit [www.sirius.com](http://www.sirius.com) or [www.xmradio.com](http://www.xmradio.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, 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](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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