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# **SIRIUS XM Radio Announces Extensive Broadcast Coverage for 2010 FIFA World Cup**

**XM listeners and SIRIUS listeners with the "Best of XM" will hear ESPN Radio's English language broadcasts of every match, plus multiple foreign language broadcasts**

**English language broadcasts will also be streamed online; subscribers can tune in through XM Radio Online, SIRIUS Internet Radio, and the SIRIUS XM App for iPhone, iPod touch, and several BlackBerry and Android-powered smartphone devices**

**Soccer fans will get World Cup news and analysis daily throughout tournament**

NEW YORK, June 1 /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that it will provide listeners with an extended broadcast lineup for its coverage of the 2010 FIFA World Cup, offering ESPN Radio's play-by-play of matches in multiple languages, plus live World Cup news and analysis daily.

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

The 2010 FIFA World Cup runs from June 11 to July 11, live from nine cities in South Africa. XM listeners and SIRIUS listeners with the "Best of XM" can hear English language broadcasts of every match in its entirety, plus foreign language broadcasts that will include German, Japanese, Portuguese, Arabic and Korean.

ESPN Radio's English language broadcasts will also be available to Premium Online subscribers online and through the SIRIUS XM App for the Apple iPhone, iPod touch and several BlackBerry and Android-powered smartphone devices. (World Cup play-by-play will be available to XM subscribers and SIRIUS subscribers with the "Best of XM.")

World Cup broadcasts on SIRIUS XM:

English broadcasts - XM channels 236/235, SIRIUS channels 214\*/213\*

German broadcasts - XM channel 237, SIRIUS channel 215\*

Japanese broadcasts - XM channel 238, SIRIUS channel 216\*

Portuguese broadcasts - XM channel 239, SIRIUS channel 217\*

Arabic broadcasts - XM channel 243, SIRIUS channel 218\*

Korean broadcasts - XM channel 244, SIRIUS channel 219\*

('\*' denotes "Best of XM" channel on SIRIUS)

Please visit [www.xmradio.com/soccer](http://www.xmradio.com/soccer) or [www.sirius.com/soccer](http://www.sirius.com/soccer) for a schedule of matches with kickoff times and channel assignments.

In addition to ESPN Radio's live play-by-play of every game, SIRIUS XM will offer soccer fans live World Cup news and analysis leading up to and every day of the tournament.

International soccer legend Giorgio Chinaglia and U.S. Soccer Foundation founding board member Charlie Stillitano will host special World Cup editions of their SIRIUS XM program, *The Football Show*, daily throughout the tournament (7:00 pm ET on XM channel 241 and SIRIUS channel 125). Chinaglia, a veteran of Italy's 1974 World Cup team, and Stillitano will offer extensive match previews, recaps and interviews with players and managers from around the world.

In addition, Chinaglia and Stillitano will do a daily World Cup report with Chris 'Mad Dog' Russo on SIRIUS XM's all-sports Mad Dog Radio channel (weekdays at 6:30 pm ET on SIRIUS channel 123 and XM channel 144).

SIRIUS XM will also broadcast ESPN Radio's *World Cup Tonight Soccer Special*, hosted by Doug Brown, Chuck Wilson and JP Dellacamera, which will air at 6:00 pm ET daily throughout the tournament starting June 1 (XM channel 120 and 236, SIRIUS channel 140 and 214 ("Best of XM")).

### **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 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 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: general economic conditions; our dependence upon automakers and other third parties, the substantial indebtedness of SIRIUS and XM; the useful life of our satellites; and our competitive position versus other forms of audio and video entertainment. 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, 2009 and XM's Annual Report on Form 10-K for the year ended December 31, 2009, 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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