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NFL Legend Joe Namath Joins SIRIUS NFL Radio

Iconic Hall of Fame quarterback will host "The Broadway Blitz with Joe Namath" Fridays on SIRIUS NFL Radio

NEW YORK, Sept. 15 /PRNewswire/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that NFL legend Joe Namath will host a weekly talk show on SIRIUS NFL Radio throughout the 2010 NFL season.

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The Broadway Blitz with Joe Namath will debut Friday, September 17 (2:00-3:00 pm ET) and air every Friday on SIRIUS NFL Radio, available nationwide on SIRIUS channel 124 and XM channel 124 for subscribers with the "Best of SIRIUS" programming package. Namath and co-host Adam Schein will discuss the latest news from around the NFL, look ahead to the upcoming weekend's matchups, and take calls from NFL fans around the country.

"It's a real thrill for me to be joining SIRIUS NFL Radio and talking about the game I love with fans all over this country," said Namath. "I've been involved with football a long time and I still get excited about every season like I did when I was lacing up my cleats as a kid in Pennsylvania. I've got a lot of wisdom from my time in the NFL and a lot of thoughts about today's players and teams. It'll be fun to share them with our listeners and I look forward to hearing what they think as well."

The show will replay each week on SIRIUS NFL Radio Friday at 11:00 pm ET, Saturday at 7:00 am ET and Sunday at 6:00 am ET.

"Joe Namath is a sports and cultural icon. He was one of the NFL's most exciting players and today remains one of the game's most intriguing and enduring personalities," said Scott Greenstein, SIRIUS XM's President and Chief Content Officer. "Joe brings an incredible wealth of football knowledge and experience to SIRIUS NFL Radio and will share his insight and opinions with our listeners every Friday."

Namath is best remembered for his role in the New York Jets' stunning 16-7 upset of the heavily favored Baltimore Colts in Super Bowl III, and the famous pre-game guarantee of victory which he then backed up with an MVP performance. Throughout his 13-year career, from 1965 through 1977, he was one of the game's most exciting, proficient and publicized quarterbacks. He completed 1,886 passes for 27,663 yards and 173 touchdowns in 12 seasons with the Jets and a final season with the Los Angeles Rams. In 1967, he became the first quarterback to pass for more than 4,000 yards in one season and, remarkably, he accomplished this while playing a 14-game schedule.

Drafted out of the University of Alabama, who he led to a National Championship in 1964 under legendary coach Bear Bryant, Namath was named the AFL Rookie of the Year in 1965. He earned all-league accolades four times in his career (1967, 1968, 1969, and 1972), was named to the all-time AFL honor team in 1969 and was inducted into the Pro Football Hall of Fame in 1985.

Off the field, Broadway Joe re-defined the concept of the celebrity-athlete, starring in several memorable ad campaigns, setting new fashion standards and acting in a number of television shows and movies.

Today, Joe connects with his fans through his new website, www.broadwayjoe.tv, Twitter (twitter.com/realjoenamath), and Facebook. Check out his thoughts on the NFL, The New York Jets and of course the Alabama Crimson Tide.

For more info, please visit www.sirius.com/nfl.

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 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," "will continue," "is anticipated," "estimated," "intend," "plan," "projection," "outlook" 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: 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 its Quarterly Report on Form 10-Q for the period ending June 30, 2010 and XM's Annual Report on Form 10-K for the year ended December 31, 2009 and its Quarterly Report on Form 10-Q for the period ending June 30, 2010, 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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Media Contact:

Andrew FitzPatrick

SIRIUS XM Radio

212.901.6693

andrew.fitzpatrick@siriusxm.com

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