

October 25, 2010



## **SIRIUS XM to Launch 'Women's Conference Radio' Channel Hosted by California First Lady Maria Shriver**

**48-hour channel "Women's Conference Radio" to broadcast key speeches, panels and exclusive interviews**

**Speakers at The Women's Conference 2010 include Oprah Winfrey, Deepak Chopra, the Honorable Ruth Bader Ginsburg, the Honorable Sandra Day O'Connor, Nicholas Kristof, Jerry Brown, Meg Whitman, Diane Sawyer, Eve Ensler and Brian Williams**

NEW YORK, Oct. 25 /PRNewswire/ -- SIRIUS XM Radio (Nasdaq: SIRI) today announced that for the fifth consecutive year it will offer in-depth coverage of The Women's Conference 2010, the annual three-day forum hosted by California First Lady Maria Shriver and Governor Arnold Schwarzenegger designed to empower women of all ages and backgrounds to be "Architects of Change" in their lives, within their communities and around the world.

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SIRIUS XM will launch *Women's Conference Radio*, a 48-hour limited-run channel devoted to The Women's Conference 2010, on October 30 beginning at 12:00 am ET on SIRIUS XM Stars (SIRIUS 102/XM 155). Hosted by California First Lady Shriver, *Women's Conference Radio* will feature key speeches and panels from The Women's Conference 2010 in their entirety from speakers including: Shriver, the Honorable Ruth Bader Ginsburg, the Honorable Sandra Day O'Connor, Oprah Winfrey, Jerry Brown, Meg Whitman, Diane Sawyer, Nicholas Kristof, Jessica Simpson, Eve Ensler, Howard Schultz, Phil Knight, Matt Lauer, Brian Williams and Al Roker.

Gayle King, host of *The Gayle King Show* on SIRIUS XM's Oprah Radio, will broadcast her daily show live from the conference on October 26 from 9:00 – 11:00 am ET, welcoming California First Lady Shriver for a live, sit down interview during the broadcast. King will interview other notable guests attending the event and share these conversations and reflections on The Women's Conference with listeners on October 27. *The Gayle King Show* airs on Oprah Radio (XM 156/SIRIUS 195 as part of "The Best of XM" package).

*Women's Conference Radio* will air the conference panel King is moderating—"It's Time to Learn How to Build Self-Esteem and Leadership in Young Women"—which features Katherine Schwarzenegger, Jessica Simpson, former WNBA star Lisa Leslie and Jess Weiner, Global Ambassador for the Dove Self-Esteem Fund, and will be hosted by Kathy

O'Brien, VP Marketing for Personal Care, Unilever.

Barbara Walters conducted an interview with Shriver about the conference that will air on her weekly SIRIUS XM show *Here's Barbara* on October 25 at 6:00 pm ET (SIRIUS XM Stars, SIRIUS 102/XM 155).

SIRIUS XM Book Radio hosts Maggie Linton and Kim Alexander will be on site at the conference on October 26 conducting exclusive interviews with a wide range of authors.

The Women's Conference is produced by the non-profit, non-partisan organization, the California Governor and First Lady's Conference on Women, which was established more than twenty years ago. Under California First Lady Shriver and Governor Schwarzenegger's leadership, the annual event has blossomed into the nation's premier forum for women, attracting 150 of the world's greatest voices, hearts and minds and more than 30,000 attendees. For more information, visit [www.womensconference.org](http://www.womensconference.org).

SIRIUS XM Radio is home to a diverse, powerful and exclusive lineup of programming for women including Oprah Radio, Martha Stewart Living Radio, Cosmo Radio, Rosie O'Donnell's *Rosie Radio* and Barbara Walters' *Here's Barbara*. For more information visit [www.sirius.com](http://www.sirius.com) and [www.xmradio.com](http://www.xmradio.com).

### **About SIRIUS XM Radio**

SIRIUS XM is America's satellite radio company, broadcasting more than 135 channels of commercial-free music, and premier sports, news, talk, entertainment, traffic, weather, and data services to 19.9 million subscribers in cars, trucks, boats and aircraft, and through a wide range of mobile devices.

SIRIUS XM offers an array of content from some of the biggest names in entertainment, as well as from professional sports leagues, major colleges, and national news and talk providers. SIRIUS XM programming is also available at [sirius.com](http://sirius.com) and [xmradio.com](http://xmradio.com), and on Apple iPhone and iPod touch, BlackBerry and Android-powered mobile devices using the SIRIUS XM Premium Online App.

SIRIUS XM has arrangements with every major automaker and its radio products are available at retail locations nationwide, as well as [shop.sirius.com](http://shop.sirius.com) and [shop.xmradio.com](http://shop.xmradio.com).

*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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Contact:

Hillary Schupf

SIRIUS XM Radio

212.901.6739

[hillary.schupf@siriusxm.com](mailto:hillary.schupf@siriusxm.com)

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