

October 26, 2010



'Neil Diamond Radio' to Launch on SIRIUS XM Radio

Limited-run music channel celebrates the release of Neil Diamond's new album "Dreams"

"Neil Diamond Radio" to feature Neil Diamond music spanning his forty-year career; including a special track-by-track presentation of "Dreams"

NEW YORK, Oct. 26 /PRNewswire/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that it will launch "Neil Diamond Radio," a seven-day long, commercial-free music channel featuring music, interviews and specials celebrating the release of Neil Diamond's new album, *Dreams*.

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The limited-run channel will launch on Thursday, October 28 at 12:00 pm ET and will run until Wednesday, November 3 at 12:00 pm ET on SIRIUS channel 3 and XM channel 23.

"Neil Diamond Radio" will feature music spanning the iconic recording artist's career, including archival concerts, rarities, and Diamond's new album *Dreams*. Additionally, listeners will hear Diamond present a special track-by-track presentation of *Dreams*, personally introducing each song before it's played. *Dreams*, the 14-song album featuring his interpretations of his all time favorite rock songs, will be released on Tuesday, November 2.

"Neil Diamond Radio" is the latest example of SIRIUS XM's original, limited-run, artist-branded channels dedicated to iconic musicians. In addition to its current lineup of Bruce Springsteen's E Street Radio, Elvis Radio and Radio Margaritaville, SIRIUS XM has previously offered limited-run channels such as "Elton!," "The Who Channel," "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.

Across a musical career spanning nearly five decades, Neil Diamond has sold more than 125 million albums worldwide, with a remarkable track record of 16 Top Ten albums, and 37 Top Ten singles. A Grammy® Award-winning artist, Neil Diamond has been inducted into the Songwriter's Hall of Fame and is a recipient of the Sammy Cahn Lifetime Achievement Award. Among Diamond's many other honors, he has received a Golden Globe Award®, 12 Grammy nominations, was named the 2009 MusiCares Person of the Year and most recently was nominated for the Rock and Roll Hall of Fame.

For more information, please visit www.sirius.com or 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 and 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 and 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 for SIRIUS XM Radio:

Samantha Bowman

SIRIUS XM Radio

212 901 6644

samantha.bowman@siriusxm.com

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