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SIRIUS XM Radio Announces 'Sound of Change' Initiative

WhyHunger Hungerthon 2010 launches on November 20 across SIRIUS XM music, talk and sports channels

Hungerthon auction items include signed guitars from Taylor Swift and Nickelback, an Eminem autographed poster, Katy Perry signed Rolling Stone magazine and more

NEW YORK, Nov. 17, 2010 /PRNewswire/ -- SIRIUS XM Radio (Nasdaq: SIRI) announces "Sound of Change," an initiative designed to generate awareness, action and funds for designated charitable causes on a year-round basis.

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The initiative officially launches on November 20, as several of SIRIUS XM's music, talk and sports channels will participate in WhyHunger's 25th annual Hungerthon campaign featuring live and on-line auctions of rare memorabilia and experiences donated by popular musicians, athletes and celebrities.

WhyHunger, the non-profit organization founded in 1975 by musician Harry Chapin and Bill Ayres, is a leader in the fight against hunger and poverty in the United States and around the world.

SIRIUS XM's participation in Hungerthon will begin on Saturday, November 20 at 6:00 pm ET as Cousin Brucie hosts a special six-hour show on '60s on 6, SIRIUS and XM channel 6, featuring live auction items from Keith Richards, Peter, Paul & Mary, Chubby Checker and Little Anthony.

Hungerthon continues the week of November 22 on SIRIUS XM with live on-air and online auctions that will feature autographed guitars from Taylor Swift, Brooks & Dunn, Kings of Leon, Nickelback, Adam Lambert, Buddy Guy and Elvis Costello, as well as other autographed memorabilia from Eminem, Rosie O'Donnell, Katy Perry, Mariah Carey, Whoopi Goldberg, Eli Manning and Joe Namath. Participants will also be able to bid on lunch with SIRIUS XM sports host Chris "Mad Dog" Russo and the rare opportunity to watch his show live in-studio. Representatives from the WhyHunger organization will also be guests on a variety of SIRIUS XM talk channels.

Auctions will be conducted either online at worldhunger.org or by calling 800-5-HUNGRY during designated times. A full list of auction items is available at 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 September 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 September 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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