

December 2, 2011



Rock Radio Pioneer Jim Ladd to Join SiriusXM

Ladd to host exclusive daily free-form rock show

NEW YORK, Dec. 2, 2011 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that rock radio pioneer Jim Ladd will host a daily free-form music show on Deep Tracks, channel 27.

(Logo: <https://photos.prnewswire.com/prnh/20101014/NY82093LOGO>)

For the first time ever, Ladd's daily show will be broadcast to a national audience and will be heard exclusively on SiriusXM. The live show will air nightly starting in January 2012.

Ladd will continue to personally select all the music heard on his show, as he has done from the start of his legendary career on FM radio. He will also conduct regular interviews with classic rock legends that he has developed personal relationships with during his 40+ years as one of North America's most beloved rock radio personalities.

"I am thrilled to bring the Jim Ladd free-form rock radio show to SiriusXM. By joining SiriusXM, I will be bringing my 'free-form' show nationwide," said Jim Ladd. "Traditional FM radio has turned its back on the very thing that made rock radio the magical experience it was intended to be. SiriusXM is kicking down the doors of the stagnant, preprogrammed fodder that passes for radio today by encouraging me to do my free-form show so we can all share this experience live as it happens."

"I will be playing everything I want, from Pink Floyd to Tom Petty & The Heartbreakers, from The Doors to Moby Grape, freely and with no play lists. As I have always done throughout my career, I will be choosing all my own music, creating thematic sets, inviting the biggest rock stars in the world, many of whom I am proud to call my friends, to join me in the studio, and commenting on the world around us by using the most compelling music of our time. I'll also be taking phone calls from listeners all across America and instantly communicating with my audience through social media networks to help spread the word that true free-form rock radio is back and more powerful than ever."

"Jim Ladd is a classic rock radio icon who turned curating a list of songs into an art form. We are proud and excited to welcome his free-form style to SiriusXM," said Scott Greenstein, President and Chief Content Officer, SiriusXM.

Deep Tracks features deep cuts from classic rock. Listeners will hear artists like Bob Dylan, Allman Brothers, Jimi Hendrix Experience, Led Zeppelin, Beatles (and solo work by John, Paul, George and Ringo), Rolling Stones, The Who, Steely Dan, Kinks and Steve Miller Band.

For more information on SiriusXM, please visit www.siriusxm.com.

About Sirius XM Radio

[Sirius XM Radio](#) is America's satellite radio company. SiriusXM broadcasts more than [135 satellite radio channels](#) of [commercial-free music](#), and [premier sports](#), [news](#), [talk](#), [entertainment](#), [traffic](#), [weather](#), and data services to over 21 million subscribers. SiriusXM offers an array of content from many of the biggest names in entertainment, as well as from professional sports leagues, major colleges, and national news and talk providers.

SiriusXM programming is available on more than 800 devices, including pre-installed and after-market radios in cars, trucks, boats and aircraft, [smartphones](#) and [mobile devices](#), and consumer electronics products for [homes](#) and [offices](#). SiriusXM programming is also available at [siriusxm.com](#), and on [Apple](#), [BlackBerry](#) and [Android](#)-powered mobile devices.

SiriusXM has arrangements with every major [automaker](#) and its radio products are available for sale at [shop.siriusxm.com](#) as well as retail locations nationwide.

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, our 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 our management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. 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 competitive position versus other forms of audio and video entertainment; our ability to retain subscribers and maintain our average monthly revenue per subscriber; our dependence upon automakers and other third parties; potential economic recessionary trends and uncertain economic outlook; our substantial indebtedness; and the useful life of our satellites, which, in most cases, are not insured. Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our Annual Report on Form 10-K for the year ended December 31, 2010, which is 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 we 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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