

March 8, 2012



# SiriusXM Offers Every Game Of The 2012 NCAA® Division I Men's Basketball Championship

**Subscribers nationwide get every minute of every game**

**SiriusXM College Sports Nation and Mad Dog Radio channels offer daily analysis, interviews with coaches and players, and fan reactions**

NEW YORK, March 8, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) will broadcast every game of the 2012 NCAA® Division I Men's Basketball Championship, offering subscribers nationwide uninterrupted access to play-by-play of every match-up from the First Four® on March 13 and 14 through the Final Four® and National Championship game in New Orleans on March 31 and April 2.

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

All tournament games will be available to SiriusXM listeners in their entirety, with no blackouts, on **Sirius channels 91, 92, 93, 94 and 85** and **XM channels 91, 190, 191, 192 and 193**. Tournament match-ups and Sirius and XM channel assignments will be available at [www.siriusxm.com/collegesports](http://www.siriusxm.com/collegesports) starting Monday, March 12.

On Selection Sunday, March 11, SiriusXM will offer an evening of selection show specials that will give listeners live updates as tournament teams and match-ups are announced. Chris "Mad Dog" Russo and Steve Torre will host live from 5:00 to 9:00 pm ET on [Mad Dog Radio](#) (channel 86). Then from 9:00 pm to midnight ET, listeners can tune into continued coverage on [SiriusXM College Sports Nation](#) (channel 91). The shows will feature interviews with special guests, including team coaches and selection committee chair Jeff Hathaway, and give fans a place to call in and share their reactions and opinions as the field is revealed.

Mike Krzyzewski, head coach of the Duke Blue Devils, will continue to host his weekly talk show, *Basketball and Beyond with Coach K*, throughout the tournament. Listeners can hear the show Wednesdays (7:00 pm ET) on Mad Dog Radio with replays on SiriusXM College Sports Nation.

Fans can also follow everything happening throughout the tournament on SiriusXM College Sports Nation, SiriusXM's all-college sports channel. Listeners will hear live play-by-play of tournament games plus daily talk and analysis from a roster of hosts that includes former Villanova University and University of Massachusetts coach Steve Lappas, former University of Vermont coach Tom Brennan, 1992 UPI Player of the Year Jimmy Jackson, and college basketball experts Mark Packer, Jeff Goodman, Jon Rothstein, Jason Horowitz and Chris Childers.

SiriusXM College Sports Nation hosts will be in New Orleans broadcasting live from Friday, March 30, through Tuesday, April 3, delivering fans all the latest news and talk from the Final Four.

SiriusXM will also offer coverage of the NCAA® Division I Women's Basketball Championship, providing listeners from coast to coast with full coverage of every regional final, the Women's Final Four® and championship game.

All NCAA Tournament broadcasts are provided to SiriusXM by Dial Global.

### **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," "believe," "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 statements: our competitive position versus other forms of audio entertainment; our dependence upon automakers; general economic conditions; failure of our satellites, which, in most cases, are not insured; our ability to attract and retain subscribers at a profitable level; royalties we pay for music rights; the unfavorable outcome of pending or future litigation; failure of third parties to perform; and our substantial indebtedness. 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, 2011, 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*

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