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# **SiriusXM and NASCAR to Broadcast Races Online and on SiriusXM App**

**For the first time, SiriusXM will simulcast the SiriusXM NASCAR Radio channel's programming - including all live NASCAR races - online and through the SiriusXM Internet Radio App**

**SiriusXM broadcasts every NASCAR Sprint Cup Series, NASCAR Nationwide Series and NASCAR Camping World Truck Series race nationwide**

**SiriusXM NASCAR Radio channel offers fans 24/7 NASCAR talk, news and analysis**

NEW YORK, March 21, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) and NASCAR announced today an agreement to simulcast the programming on the SiriusXM NASCAR Radio channel in its entirety – which includes live broadcasts of every national series race, plus daily NASCAR talk – online for SiriusXM subscribers nationwide.

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

Starting with this weekend's races in Fontana, CA (March 24-25), subscribers who have SiriusXM Internet Radio access can listen to live broadcasts of every NASCAR Sprint Cup Series, NASCAR Nationwide Series and NASCAR Camping World Truck Series race on the SiriusXM NASCAR radio channel through their computers at [siriusxm.com](http://siriusxm.com) and through the [SiriusXM Internet Radio App](#) for smartphone and wireless devices.

SiriusXM NASCAR Radio, channel 90, is available to Sirius subscribers, XM Premier (formerly known as "The Best of Sirius") and SiriusXM Premier subscribers.

SiriusXM NASCAR Radio is the only radio channel dedicated to NASCAR racing 24 hours a day, 365 days a year. The channel's daily talk programming will begin simulcasting online on Thursday, March 22. Throughout the season, NASCAR fans get a daily lineup of call-in talk shows that feature up-to-the-moment news, expert analysis and interviews with the biggest names in the sport, plus specials hosted by three-time NASCAR Sprint Cup Series champion Tony Stewart.

"Extending our broadcasting agreement with SiriusXM was a big offseason move for the sport," said Brian France, Chairman and CEO of NASCAR. "A dedicated NASCAR channel is important for our teams, tracks, drivers and sponsors and is crucial for fan engagement and audience growth. Being able to simulcast SiriusXM NASCAR Radio online to subscribers nationwide will allow us additional opportunities to take our product to new fans in new places."

"SiriusXM NASCAR Radio has become a part of many NASCAR fans' daily lives and with so many fans now connecting to their sport through handheld devices, we want to give them an easy way to access the sport they love online and in mobile settings," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "NASCAR is an excellent partner and its programming continues to be a key element in the SiriusXM lineup. We're very pleased to now deliver to our subscribers live coverage of every race broadcast, plus our unparalleled daily talk and analysis, through their computers and mobile devices in addition to their satellite radios."

SiriusXM and NASCAR recently agreed to a five-year extension of their satellite broadcasting agreement. SiriusXM will continue to broadcast every NASCAR Sprint Cup Series, NASCAR Nationwide Series and NASCAR Camping World Truck Series race live nationwide through 2016. Listeners also get daily NASCAR talk and expert analysis 365 days a year on SiriusXM NASCAR Radio, channel 90.

For more info visit [www.siriusxm.com/nascar](http://www.siriusxm.com/nascar) or [www.nascar.com](http://www.nascar.com). Follow us on Twitter at @SiriusXMNASCAR and @NASCAR.

### **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](http://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](http://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 statements as a result of developments occurring after the date of this communication.*

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