

July 25, 2012



SiriusXM Launches "Politics Powered by Twitter," New Daily Political Show

"Politics Powered by Twitter" creates new radio format, diving into politics from every angle exclusively as driven via Twitter

New radio show joins lineup of SiriusXM P.O.T.U.S., channel dedicated to "Politics of the United States" and the Presidential Election

NEW YORK, July 25, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced the launch of *Politics Powered by Twitter*, a live, daily hour-long show covering politics as presented daily via Twitter, on SiriusXM P.O.T.U.S.—the 24/7 non-partisan channel dedicated to the "Politics of the United States."

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

Politics Powered by Twitter will launch July 30, marking the debut of a brand new radio format that reports to listeners exclusively what politics are being talked about on Twitter, including trends and Tweets from politicians, journalists and celebrities who have active voices on the key political issues, electoral races and breaking news. Specifically designed as a daily digest for SiriusXM listeners driving home from work, *Politics Powered by Twitter* will translate the vast "Twitter-verse" discussion of politics into a new form of talk radio.

Politics Powered by Twitter will be hosted by political news and internet veterans Lee Brenner and Slade Sohmer and will air live Monday – Friday from 6:00 - 7:00 pm ET beginning July 30 on [SiriusXM P.O.T.U.S.](#) (ch. 124) and online and via smartphones and other connected devices. Encore presentations will air nightly at 9:00 pm ET/6:00 pm PT.

SiriusXM listeners will also be invited to send Tweets to [@politicsradio](#) during the live program to be part of the conversation as it is happening, and to engage the show's special guests from the worlds of media and politics via Twitter.

"The 24-hour news cycle has transformed into a 140-character news cycle," said Dick Costolo, CEO, Twitter. "During the election season, Twitter is a place where news breaks, candidates connect with constituents, and discussions flourish. *Politics Powered by Twitter* on SiriusXM is a great way to dive deeper into real-time election news and continue the conversations that begin on Twitter."

"Twitter has provided experts, celebrities and people around the world the ability to react to, comment on and influence politics as never before. Our new radio show, *Politics Powered by Twitter*, captures that energy and excitement in a brand new radio format that will energize our audience," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "*Politics Powered by Twitter* is the latest innovation by SiriusXM to bring politics from every perspective to our more than twenty-two million subscribers across the country."

Brenner ([@deepdishpol](#)) and Sohmer ([@sladehv](#)) are Co-Founders of [HyperVocal.com](#) ([@hypervocal](#)), a next-generation media company that provides Generation Twitter a comprehensive look at the hyper-frenetic news cycle. Brenner previously co-founded FastFWD Group, a strategic communications firm dedicated to promoting web 2.0 and social media strategies. He is a former CNN senior producer and Political Director for MySpace. Sohmer is editor-in-chief of the HyperVocal Network.

Broadcasting live from Washington, D.C. and New York, SiriusXM P.O.T.U.S. tells the story of American politics daily with unbiased news programs, live coverage and unfiltered audio of major political events from inside and outside the Beltway. For more information, visit [www.siriusxm.com/potus](#).

Listeners can register for a [trial](#) to listen to [SiriusXM Internet Radio](#) online and on [iPad](#), [iPhone](#), [iPod touch](#) and [Android](#)-powered smartphones and other connected devices and get access to commercial-free music, and premier sports, live news, comedy, talk, and entertainment from SiriusXM.

About Sirius XM Radio

[Sirius XM Radio Inc.](#) is the world's largest radio broadcaster measured by revenue and has more than 22 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S., from retailers nationwide, and online at [siriusxm.com](#). SiriusXM programming is also available through the [SiriusXM Internet Radio](#) App for [Android](#), [Apple](#), and [BlackBerry](#) smartphones and other connected devices. SiriusXM also holds a minority interest in [SiriusXM Canada](#) which has more than 2 million subscribers.

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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