

August 7, 2012



# SiriusXM Launches "SiriusXM On Demand," Giving Subscribers Access to Exclusive SiriusXM Content Whenever They Want It

NEW YORK, Aug. 7, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced the launch of SiriusXM On Demand, giving [SiriusXM Internet Radio](#) subscribers listening via its online media player and on Apple iPhone, iPad, or iPod touch, the ability to choose their favorite episodes from a catalog of more than 200 shows and over 2,000 hours of content to listen whenever they want.

(Photo: <https://photos.prnewswire.com/prnh/20120807/HS50683-a>)

(Photo: <https://photos.prnewswire.com/prnh/20120807/HS50683-b>)

(Photo: <https://photos.prnewswire.com/prnh/20120807/HS50683-c>)

(Logo: <https://photos.prnewswire.com/prnh/20120807/HS50683LOGO-d>)

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

"On Demand access to SiriusXM programming broadens the availability of our exclusive content, allowing subscribers to enjoy their favorite shows and try new shows on their own time so they never miss a minute of the programming they love," said Bob Law, Senior Vice President and General Manager, Streaming Services and Products, SiriusXM. "SiriusXM produces great original content, and we are thrilled we can now make so much of it available on our listeners' schedules through SiriusXM On Demand."

SiriusXM On Demand will give subscribers at no extra charge:

- Recent Shows: Access to more than 200 shows from exclusive talk and entertainment, commercial-free music, comedy, and sports.
- Selections from The Vaults: For the first time, SiriusXM is curating and making selections from its vast audio archives—spanning many years of exclusive shows, specials and series—accessible to listeners.
- Updated content: SiriusXM's On Demand offerings will be updated daily with great selections from its audio entertainment catalog, and the available catalog will be expanded on a regular basis.
- Featured Content: Regularly updated "Featured" section allows subscribers to discover more content, including timely interviews, brand new shows, "pop-up" channels, and seasonal series.
- Easy Navigation: Using a mouse or finger, listeners can scan what's playing or easily find a specific point on many shows.

SiriusXM listeners will have On Demand access to over 2,000 hours of SiriusXM content, including more than 200 shows from sports, comedy, exclusive talk and entertainment, and commercial-free music from many genres such as [The Howard Stern Show](#), [Bob Dylan's](#)

[Theme Time Radio Hour](#), [Tom Petty's Buried Treasure](#), select [Jimmy Buffett](#) concerts, [The Opie & Anthony Show](#), [The Jamie Foxx Show](#), [Ask Martha](#) featuring Martha Stewart, [Dr. Laura](#), [The Bob Edwards Show](#), [Mad Dog Unleashed](#) featuring Christopher "Mad Dog" Russo, [Ripken Baseball](#), [Rotten Tomatoes™ Radio](#) and many more.

SiriusXM listeners will also have access to curated selections from deep within the SiriusXM archives, including SiriusXM's exclusive *Artist Confidential* series and Town Hall specials with Bruce Springsteen, Roger Waters, Tom Petty, Usher, Ringo Starr, Coldplay, Nirvana, Cardinal Timothy Dolan, Coach K, and many others. In addition, listeners will get access to exclusive subscriber events, music specials, interviews from across SiriusXM's sports channels, and much more.

On Demand programming will be presented with minimal commercials on select shows. Music programming will have no commercials.

SiriusXM Internet Radio subscribers listening on Apple iPhone, iPad, and iPod touch will also be able to store select On Demand shows for a period of time on their devices and listen to content when not connected to the Internet. This allows offline listening while traveling on planes or anywhere at anytime without a wireless connection. Subscribers will also get automatic notifications when favorite programs become available for On Demand listening on Apple mobile devices.

SiriusXM On Demand will also soon be available on compatible Android devices.

Listeners can register for a complimentary [7-day trial](#) to listen to SiriusXM Internet Radio online and on [Apple](#) smartphones and other connected devices. For more information on SiriusXM Internet Radio, please visit [www.siriusxm.com/internetradio](http://www.siriusxm.com/internetradio).

### **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](http://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.*

[Follow SiriusXM on Twitter](#) or [like the SiriusXM page on Facebook](#).

G-SIRI

Contact for SiriusXM:

Sal Resendez

646 313 2405

[sal.resendez@siriusxm.com](mailto:sal.resendez@siriusxm.com)

SOURCE Sirius XM Radio