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BuzzFeed Launches Weekly Show on SiriusXM

Co-hosted by Editors Jack Moore and Whitney Jefferson, "BuzzFeed Radio" will give a look behind the curtain at the creation of the web's most social content

NEW YORK, Aug. 13, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) and BuzzFeed today announced the launch of *BuzzFeed Radio*, a live, weekly, call-in show on which the editors of BuzzFeed—the rapidly-expanding and first true social news organization—will dissect, discuss and offer a behind-the-scenes look at the inspiration, reaction and creative process behind the week's biggest viral sensations. From eclectic and extraordinary images and videos to lists and original reports, hosts will cover BuzzFeed's most social content, talk about their personal favorites, and connect directly with listeners to hear what they think.

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

BuzzFeed Radio will launch on Tuesday, August 14 at 6:00 pm ET on [SiriusXM Stars Too](#) (channel 104) and be hosted by Sports Editor Jack Moore ([@BuzzFeedJack](#)) and Senior Editor Whitney Jefferson ([@twitney](#)). *BuzzFeed Radio* will air live Tuesdays from 6:00 - 7:00 pm ET on SiriusXM Stars Too, with encore presentations airing Wednesdays at 6:00 am ET and 9:00 pm ET. BuzzFeed editors and reporters representing the range of content verticals will be regular additions to the show.

"We're thrilled to launch *BuzzFeed Radio* on SiriusXM; we know we're on your computer screens at work and now we're taking over your cars on the way home," said Scott Lamb, BuzzFeed's Managing Editor. "The way you react to and share a BuzzFeed story with your friends is the same emotional reaction someone has when they call into the radio. Our commenters are like radio's callers so working with SiriusXM just feels really organic," Lamb continued.

"BuzzFeed has become a top authoritative force in the social web today, with compelling, creative content and readers checking the site many times a day," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "We are excited to bring BuzzFeed to our millions of listeners nationwide, particularly driving to and from work, with the unique perspective of BuzzFeed's insiders on *BuzzFeed Radio*."

In addition, "BuzzFeed Shorts"—standalone segments featuring the best WIN, LOL or WTF moments of each week—will air across a variety of SiriusXM channels.

For more information and sample audio clips, visit www.buzzfeed.com/radio and www.siriusxm.com.

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.

About BuzzFeed

BuzzFeed is a leading social news organization, intensely focused on delivering high-quality original reporting, insight, and viral content across a rapidly expanding array of subject areas. Our technology powers the social distribution of content, detects what is trending on the web, and connects people in realtime with the hottest content of the moment. Our site is rapidly growing and reaches more than 20 million monthly unique visitors. Jonah Peretti, founder & CEO of BuzzFeed, previously co-founded the Huffington Post. Ben Smith is its Editor-in-chief.

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