

September 5, 2012



SiriusXM Provides Comprehensive Coverage of 2012 NFL Season

Sirius and XM Premier subscribers get every NFL game through Super Bowl XLVII

LaDainian Tomlinson, Brian Westbrook, Amani Toomer and Bill Polian new to the SiriusXM NFL Radio roster of hosts this season

NEW YORK, Sept. 5, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI), the Official Satellite Radio Partner of the NFL, will provide comprehensive coverage of the 2012 NFL season, offering fans nationwide live broadcasts of every game.

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

The 2012 NFL season kicks off tonight, Sept. 5, when the defending Super Bowl Champion New York Giants host the NFC East rival Dallas Cowboys at MetLife Stadium (8:30 pm ET). SiriusXM will air the Giants radio broadcast (ch. 93 on Sirius, ch. 226 on XM Premier), the Cowboys radio broadcast (ch. 92 on Sirius, ch. 225 on XM Premier) and the national radio broadcast (ch. 88 on Sirius and XM Premier).

NFL play-by-play is available to Sirius and XM Premier subscribers. Those subscribers who have [SiriusXM Internet Radio](#) access in addition to their satellite radio subscription can also listen to every NFL game on the SiriusXM Internet Radio App and online. Weekly NFL schedules with SiriusXM channel assignments can be found at www.siriusxm.com/nflschedule.

[SiriusXM NFL Radio](#), the acclaimed channel dedicated entirely to pro football talk, continues to offer in-depth coverage of the league 24 hours a day, 365 days a year. Available on channel 88 on Sirius and XM Premier, SiriusXM NFL Radio features exclusive daily talk shows hosted by NFL experts, one-on-one interviews with players, coaches and executives from around the league, and more. The channel's roster of hosts includes both current and former players, coaches and front office executives including: Carl Banks, Gil Brandt, Derrick Brooks, Keith Bulluck, Randy Cross, Rich Gannon, Pat Kirwan, John Madden, Jim Miller, Bill Polian, Tim Ryan, Ross Tucker, and Solomon Wilcotts, as well as the channel's newest hosts – future Hall of Famer LaDainian Tomlinson, former Eagles All-Pro running back Brian Westbrook and former Giants receiver Amani Toomer.

New York Giants veteran offensive lineman David Diehl will return for his second season as a regular host on the channel, hosting every Tuesday night throughout the regular season and playoffs (7:00–9:00 pm ET).

NFL Hall of Famer and 16-time Emmy Award winner John Madden will return for his ninth season as a commentator on SiriusXM NFL Radio, hosting *Madden Football* every

Wednesday (2:00 – 3:00 pm ET) alongside Adam Schein and Rich Gannon. Madden will discuss the latest NFL news and preview the coming weekend's matchups. Madden's in-depth game breakdowns will also replay every Sunday morning on *The SiriusXM NFL Tailgate Show*, SiriusXM NFL Radio's pre-game program (Sundays from 9:00 am – 12:00 pm ET).

Madden will also join Chris 'Mad Dog' Russo for a weekly NFL discussion every Friday at 5:00 pm ET on SiriusXM's Mad Dog Radio, channel 86.

Throughout the season SiriusXM NFL Radio listeners will also hear weekly interviews with many head coaches from around the league including: Mike McCarthy (Packers), Mike Tomlin (Steelers), Mike Smith (Falcons), Mike Mularkey (Jaguars), Jim Schwartz (Lions), John Fox (Broncos), Marvin Lewis (Bengals), Dennis Allen (Raiders), Ron Rivera (Panthers), Pete Carroll (Seahawks), Pat Shurmur (Browns), Joe Philbin (Dolphins), Ken Whisenhunt (Cardinals) and Romeo Crennel (Chiefs).

Follow the SiriusXM NFL Radio channel on Twitter ([@SiriusXMNFL](https://twitter.com/SiriusXMNFL))

About Sirius XM Radio

[Sirius XM Radio Inc.](http://SiriusXM.com) is the world's largest radio broadcaster measured by revenue and has 22.9 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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