

December 5, 2012



# SiriusXM Launches "Publishers Weekly Radio"

**Experts from 'Publishers Weekly' turn listeners into insiders: the reviews, information and intrigue of books, authors and publishing**

**Early look at PW's bestsellers list powered by Nielsen; exclusive interviews and "must-reads"**

NEW YORK, Dec. 5, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced the launch of *Publishers Weekly Radio*, an exclusive one-hour, weekly show bringing listeners inside the world of publishing, beginning Thursday, December 6, 2012 on Book Radio channel 80.

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*Publishers Weekly Radio* will feature *Publishers Weekly* senior editor Mark Rotella and reviews editor Rose Fox as hosts, revealing and exploring what's hot and why in the world of publishing, presenting exclusive interviews with bestselling authors, unveiling the highlights of *Publishers Weekly*'s upcoming bestsellers list (powered by Nielsen BookScan), *Publishers Weekly*'s editors' picks, "must-reads" and much more. Also, as only insiders can, the hosts, their colleagues and guests will give "the story behind the story" of popular books and behind-the-scenes intrigue from the publishing world.

*Publishers Weekly Radio* will air every Thursday, starting December 6, 2012 at 3:00 pm ET on SiriusXM Book Radio channel 80. Upcoming shows will feature New York Times bestselling author Eloisa James, *Publishers Weekly*'s John Sellers on recommended holiday books for children, and PW's best of 2012 gift guide.

"*Publishers Weekly* is not just a group of insider journalists; we are deeply passionate about the magic of books and the fascinating industry that creates them. I look forward to bringing our love and knowledge of our world to SiriusXM listeners and empowering their interest in stories and storytellers," said George Slowik, Jr., President, CEO of *Publishers Weekly*.

"No book lover will want to miss the inside and expert information of *Publishers Weekly Radio*, and no show is a better shortcut for our busy listeners to knowing what's coming out, what's in the works, what's happening behind the scenes, and what might be their next favorite read," said Jeremy Coleman, Senior Vice President, Talk and Entertainment Programming, SiriusXM. "*Publishers Weekly* has had the pulse of the publishing world for more than 140 years; we are thrilled to welcome them now to satellite radio as we expand our commitment to books and authors through our dedicated SiriusXM Book Radio channel and beyond."

*Publishers Weekly Radio* will be available on SiriusXM On Demand after it airs for

subscribers listening via the [SiriusXM Internet Radio App](#) for smartphones and other mobile devices, or online at [SiriusXM.com](#). Visit [siriusxm.com/ondemand](#) for more information.

*Publishers Weekly* is the international newsmagazine of the book business targeting publishers, librarians, booksellers, rights agents and the media with emphasis on book reviews.

SiriusXM Book Radio connects millions of listeners across the country with books, authors and notable guests from the literary world offering programs that include author interviews, daily broadcasts of audio books, radio drama and more.

For more information visit [www.siriusxm.com/bookradio](#).

### **About Publishers Weekly**

[Publishers Weekly](#) is the international newsmagazine of the book publishing industry. Founded in 1872 and published continuously since then, the weekly magazine boasts more than 350,000 Twitter followers; publishes six eNewsletters; five blogs; and a robust Web site that has reached more than 5,000,000 unique visitors this year. The magazine has also launched a mobile edition, digital editions and apps. Publishers Weekly reviews more than 8,000 books, as well as ebooks, apps and audio books, each year, in addition to featuring author interviews and news and analysis about the world of publishing.

### **About Sirius XM Radio**

[Sirius XM Radio Inc.](#) is the world's largest radio broadcaster measured by revenue and has 23.4 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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