

March 7, 2013



"South By Southwest Radio" to Launch Exclusively on SiriusXM

Limited-run channel to air performances by Flaming Lips, Local Natives, Wavves and more

"South By Southwest Radio" to feature acoustic performances from SiriusXM's studio in Austin City Limits Live at The Moody Theater March 12 - March 16

NEW YORK, March 7, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that it will launch "South By Southwest Radio," the limited-run, commercial-free channel featuring performances, interviews and music from artists performing at this year's South By Southwest Music Conference and Festival (SXSW) in Austin, Texas.

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

"South By Southwest Radio," which will air on SiriusXMU, channel 35, will launch Tuesday, March 12 and air through Sunday, March 17. The limited-run channel will broadcast from SiriusXM's studio in Austin City Limits Live at The Moody Theater (310 Willie Nelson Blvd) Tuesday, March 12 – Saturday, March 16 from 11:00 am – 2:00 pm ET; and from The Fader Fort Tuesday, March 12 – Saturday, March 16 from 2:00 pm – 9:00 pm ET.

The channel will be hosted by SiriusXM's Jake Fogelnest, Jenny Eliscu and Julia Cunningham. Special guest host SXSW's Kevin Connor will host a daily two hour program highlighting the global scope of SXSW today, as well as highlights from the festival's past.

SiriusXM will broadcast performances by Flaming Lips, Local Natives, Wavves CHVRCHES, and DIIV from the festival.

"South By Southwest Radio" will also air acoustic performances by The Thermals, Icky Blossoms, Phosphorescent, The Black Angels and more from SiriusXM's studio in Austin City Limits Live at The Moody Theater.

SiriusXMU plays the best new indie and underground music by artists like Animal Collective, Pavement, Arcade Fire, Radiohead, Grizzly Bear, Modest Mouse, Vampire Weekend, Beach House, The Shins and Flaming Lips.

For more information about SXSW, visit www.sxsw.com.

For more information on SiriusXM, please visit www.siriusxm.com.

About Sirius XM Radio

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

24 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.

On social media, join the SiriusXM community on Facebook, facebook.com/siriusxm, Twitter, twitter.com/siriusxm, Instagram, instagram.com/siriusxm, and YouTube at youtube.com/siriusxm.

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 radio and audio services; 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; our ability to attract and retain qualified executive officers; the unfavorable outcome of pending or future litigation; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; 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, 2012, 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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