

March 13, 2013



SiriusXM Announces Extensive Coverage of 2013 NCAA® Division I Men's Basketball Championship

Subscribers nationwide get access on SiriusXM to every minute of every game

SiriusXM College Sports Nation and Mad Dog Radio channels offer daily analysis and interviews, plus live coverage from Atlanta for the Final Four®

NEW YORK, March 13, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) will broadcast every game of the 2013 NCAA® Division I Men's Basketball Championship, offering subscribers nationwide uninterrupted access to play-by-play of every match-up from the First Four® on March 19 and 20 through the Final Four® and national championship game in Atlanta on April 6 and 8.

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

All tournament games will be available to SiriusXM listeners in their entirety, with no blackouts, on **Sirius channels 91, 92, 93, 94 and 85** and **XM channels 91, 190, 191, 192 and 85**. Tournament match-ups and SiriusXM channel assignments will be available at www.siriusxm.com/collegesports starting Monday, March 18.

On Selection Sunday, March 17, SiriusXM will offer an evening of selection show specials that will give listeners live updates and analysis as tournament teams and match-ups are announced. **Chris "Mad Dog" Russo** and **Steve Torre** will host live from 5:00 to 9:00 pm ET on [Mad Dog Radio](#) (channel 86). Then from 9:00 pm to midnight ET, listeners can tune into continued coverage hosted by 1990 National Coach of the Year **Bobby Cremins** and **Jason Horowitz** on [SiriusXM College Sports Nation](#) (channel 91). The shows will feature interviews with special guests, including team coaches and selection committee chair Mike Bobinski, and will give fans a place to call in and share their reactions and opinions as the field is revealed.

Fans can also follow everything happening throughout the tournament on SiriusXM College Sports Nation, SiriusXM's all-college sports channel. Listeners will hear live play-by-play of tournament games plus daily talk and analysis from a roster of hosts that includes three-time ACC Coach of the Year **Bobby Cremins**, Hall of Fame Michigan State guard **Mateen Cleaves**, two-time SEC Coach of the Year **Bruce Pearl**, former Villanova and UMass coach **Steve Lappas**, former University of Vermont coach **Tom Brennan**, and college basketball experts **Tim Brando**, **Mark Packer**, **Jeff Goodman** and **Jason Horowitz**.

Mike Krzyzewski, head coach of the Duke Blue Devils, will continue to host his weekly talk

show, *Basketball and Beyond with Coach K*, throughout the tournament. Listeners can hear the show Wednesdays at 7:00 pm ET on Mad Dog Radio and again at 11:00 pm ET on SiriusXM College Sports Nation.

SiriusXM College Sports Nation hosts will be in Atlanta broadcasting live from Thursday, April 4, through Tuesday, April 9, delivering fans all the latest news and talk from the Final Four. Mad Dog Radio's **Adam Schein** will host his show, *Schein on Sports*, from Atlanta on April 5 and 6.

SiriusXM will also offer coverage of the NCAA® Division I Women's Basketball Championship, providing listeners with full coverage of every regional final, the Women's Final Four® and championship game.

All NCAA Tournament broadcasts are provided to SiriusXM by Dial Global Sports.

About Sirius XM Radio

[Sirius XM Radio Inc.](#) 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.

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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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