

April 9, 2013



Kia Dealers to Give Customers Three-Month SiriusXM Subscription When Buying Pre-Owned Vehicles Equipped with Satellite Radio

Participating Kia dealers join more than 9,000 auto dealers enrolled in the SiriusXM Pre-Owned Vehicle Program

NEW YORK, April 9, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) and Kia Motors America today announced that Kia dealers will give customers a three-month SiriusXM subscription when buying pre-owned vehicles equipped with satellite radio. Participating Kia dealers join more than 9,000 auto dealers across the country enrolled in the SiriusXM Pre-Owned Vehicle Program.

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

Customers buying pre-owned vehicles with a factory-equipped satellite radio, regardless of manufacturer, from any Kia dealer participating in the SiriusXM Pre-Owned Vehicle Program will automatically receive a three-month SiriusXM subscription offering commercial-free music, premier sports talk and live events, comedy, news, and exclusive talk and entertainment.

"We are very excited to add Kia dealers to our growing list of dealerships across the country participating in the SiriusXM Pre-Owned Vehicle Program," said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing and Retail Sales, SiriusXM. "We look forward to working with Kia dealers to demonstrate our wide array of entertainment options for their pre-owned vehicle customers and make the buying experience better than ever."

"SiriusXM's unique combination of commercial-free music, unparalleled sports events, and exclusive entertainment has been a popular feature for customers buying new Kia vehicles," said Adam Perlow, Executive Director of Retail Sales for Kia Motors America, Inc. "We are pleased our dealers will be able to demonstrate SiriusXM to their pre-owned vehicle customers and the addition of a satellite radio subscription will strengthen the dealer's ability to offer high-quality vehicles with the latest audio entertainment features and amenities at an incredible value."

Kia dealers interested in enrolling in this program can enroll at www.siriusxmpreownedtrial.com.

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

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.

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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Contact for SiriusXM:

Sal Resendez
646 313 2405
sal.resendez@siriusxm.com

SOURCE Sirius XM Radio

