

June 20, 2013



"The ESSENCE Experience" Launches on SiriusXM

Debut show of call-in, three-week series to feature singer/songwriter and 2013 ESSENCE Festival performer Brandy as special guest

Limited-run, weekly show hosted by ESSENCE magazine editors will focus on women's issues, career, finance, health and lifestyle

NEW YORK, June 20, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced the launch of "The ESSENCE Experience," a three-week series of live, call-in shows on which the editors of the national women's magazine, ESSENCE, will discuss women's issues, health, relationships and current concerns within the African American community.

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

Hosted by the editors of ESSENCE magazine, "The ESSENCE Experience" will launch live on Saturday, June 22 at 2:00 pm ET on SiriusXM Urban View channel 110. It will run through Saturday, July 6 when it will air from the ESSENCE Festival, the nation's largest annual celebration of African-American entertainment and culture, in New Orleans, Louisiana.

Each week the editors of the popular women's magazine will preview the topics, celebrities and conversations that will be brought to life at the ESSENCE Festival. In addition, the editors will speak with celebrity guests, take calls from SiriusXM listeners nationwide, and discuss current topics and more. "The ESSENCE Experience" will include the magazine's popular sections Work & Wealth and Healthy Living, and will cover topics that focus on health and lifestyle, career and finance, and fashion and beauty.

Actress, singer/songwriter and 2013 ESSENCE Festival performer Brandy will be the guest on the June 22 debut installment of "The ESSENCE Experience."

"We believe 'The ESSENCE Experience' brings a positive message and offers useful information for everyday life to SiriusXM listeners across the country," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "'The ESSENCE Experience' is sure to further the conversation on everything from health to relationships to the current issues in the African American community."

"'The ESSENCE Experience' on SiriusXM provides an important forum for empowering conversations that will provide information and solutions for women's everyday lives," said Vanessa K. Bush, Acting Managing Editor, ESSENCE magazine. "Our mission at ESSENCE is to tell our stories every month in ESSENCE magazine, every day on ESSENCE.com and every Fourth of July weekend at the ESSENCE Festival, so we are

delighted to partner with SiriusXM's UrbanView to provide a platform that broadens the national reach of these conversations and allows our voices to be heard."

After the broadcast, "The ESSENCE Experience" will be available on SiriusXM On Demand for subscribers listening via the SiriusXM Internet Radio App for smartphones and other mobile devices or online at siriusxm.com. Visit www.siriusxm.com/ondemand for more information.

ESSENCE is the preeminent lifestyle brand aimed at African-American women with a total reach of 9.6 million. For 43 years, ESSENCE magazine has provided cutting edge reporting, service and solutions relating to every aspect of African-American women's lives.

For more information, visit www.siriusxm.com.

About Essence

Essence Communications Inc. (ECI) is the number one media company dedicated to African-American women, with a multi-platform presence in publishing, live events, and online. The company's flagship publication, ESSENCE magazine, is the preeminent lifestyle magazine for African-American women; generating brand extensions such as the Essence Festival, ESSENCE Black Women in Hollywood and Black Women in Music, Window on Our Women and Smart Beauty consumer insights series, the Essence Book Club, Essence.com, and ventures in digital media (mobile, television and VOD). For 43 years, ESSENCE, which has a brand reach of 9.6 million, has been the leading source of cutting-edge information and specific solutions relating to every area of African-American women's lives. Additional information about ECI and ESSENCE is available at www.essence.com.

About Sirius XM Radio

[Sirius XM Radio Inc.](http://SiriusXM Radio Inc) is the world's largest radio broadcaster measured by revenue and has 24.4 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.

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; 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.

P-SIRI

Contact for SiriusXM:
Michelle Dominguez
SiriusXM
212.901.6792
michelle.dominguez@siriusxm.com

SOURCE Sirius XM Radio