

August 13, 2013



# **SiriusXM Launches 'Piolin Radio' With Spanish-language Radio Star Eddie 'Piolin' Sotelo**

**'Piolin' makes triumphant move to headline new entertainment channel on SiriusXM**

**Spanish-language radio's top host to launch his live, morning-drive show**

**'Piolin Radio' to reach Hispanic listeners coast-to-coast with Piolin's take on the news, celebrity guests, listener call-ins, pranks, music and more**

NEW YORK, Aug. 13, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that Eddie 'Piolin' Sotelo, Spanish-language radio's top personality, will launch a new entertainment channel exclusively on SiriusXM, anchored by his own daily, morning-drive show, "El Show de Piolin."

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

Piolin, credited with popularizing the Spanish-language morning drive format in major Hispanic markets, will now have his first true national platform, reconnecting with his massive base of loyal fans while reaching new listeners nationwide who have heretofore been unable to hear his compelling, entertaining, and unpredictable style of radio. The addition of Piolin solidifies the SiriusXM Latino suite of channels as the most comprehensive lineup of Latino programming in radio today.

"I am honored SiriusXM believes in me. As I tell my listeners, 'We came to succeed.' And now, as we step up to a new level, I will be doing that on the biggest radio platform possible," said Eddie 'Piolin' Sotelo. "I can't wait to fly free and for the first time be truly available coast-to-coast. I am excited that my listeners will be able to tune in to Piolin Radio at home, in the car or anywhere mobile. I am looking forward to reconnecting with my fans and reaching out to new listeners everywhere across the country."

"Piolin's fans nationwide are loyal and supportive, and we are thrilled to welcome Piolin back to radio," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "With our growing Latino audience and our national reach, SiriusXM's 'Piolin Radio' will truly be coast to coast. Piolin will draw subscribers and advertisers alike, and represents our commitment to bring the best and most comprehensive lineup of Spanish-language radio programming to a nation of listeners."

Piolin will host the live, four-hour call-in show, expanding on the format that made him the

most popular Latino radio host in the United States. Building on the fast wit and humor he is known for, "El Show de Piolin" will include lively discussion of the day's events, surprise interviews with celebrity guests, listener call-ins, pranks, music and much more. He will welcome a wide range of guests--Hollywood stars, musicians, athletes, comedians and politicians. His previous guests have included President Barack Obama, First Lady Michelle Obama, and Mexican President Enrique Pena Nieto, comedian George Lopez, and entertainers Will Smith, Jennifer Lopez, Pitbull, Vicente Fernandez, as well as legendary athletes Oscar de la Hoya and Cuauhtemoc Blanco. As always, he will also take on weightier subjects such as immigration reform and voter registration, issues he unwaveringly advocates.

His exclusive show and the channel, Piolin Radio, will launch on SiriusXM later this year. Piolin Radio will cover the spectrum of entertainment. Details on launch date of the channel and Piolin's daily show will be announced soon. Piolin's channel joins the expanding Spanish-language programming lineup on SiriusXM. Later this year, Piolin Radio will join the SiriusXM lineup of [10] Spanish-language satellite channels offering a variety of commercial-free music, plus talk, entertainment, and sports, including play-by-play of Major League Baseball games. This is part of SiriusXM's commitment to reach a national audience of underserved Hispanic listeners.

Piolin's previous show was top-rated in multiple markets nationwide and ultimately syndicated to more than 50 markets. In Los Angeles, the show was the region's No.1-rated morning program in any language. Piolin has won numerous broadcasting awards, including several NAB Marconi Radio Awards and was voted one of the most influential entertainers by the Los Angeles Times. He is scheduled to be inducted into the National Radio Hall of Fame in November 2013.

The SiriusXM Latino programming lineup includes the best Spanish-language talk, entertainment, sports, and commercial-free music programming. SiriusXM Latino includes Latin music channels covering a wide variety of music genres, including **Viva**: Contemporary pop; **La Mezcla**: Top hits in Spanish and English; **Caliente**: The biggest salsa, merengue and reggaeton hits; **Aguila**: The sound of Norteno bands, Ranchera, Duranguense and traditional Mexican music; **Flow Nacion**: Latin hip-hop and reggaeton; **Latidos**: Latin love songs from the '90s to today; **Caricia**: Classic ballads; **Luna**: Latin percussion and Afro-Cuban rhythms blended with jazz; **Rumbon**: Classic salsa; **La Kueva**: Latin rock; **En Vivo**: The official channel for the Latin Grammy®, top hits and live performances. In talk and news, SiriusXM Latino offers **Cristina Radio**: lifestyle, health and family programming for Latinas; **¡Inspirate!**: Compelling news, talk and advice for a fuller, more meaningful life; **CNN en Espanol**: CNN's 24-hour Spanish-language news network; **RadioFormula Mexico**: 24/7 news and talk from Mexico's leading radio broadcaster; **ESPN Deportes Radio**: Featuring call-in talk shows and commentary from hosts about a full range of sporting events, including soccer, American football, baseball and boxing and **beIN SPORT en Espanol**: Featuring world class soccer and top international sports. SiriusXM Latino programming is available across the SiriusXM Internet Radio App, online at [SiriusXM.com](http://SiriusXM.com), and via satellite.

Listeners can register for a [7-day trial](#) to listen to SiriusXM Internet Radio on Android smartphones and other mobile devices. For more information on the SiriusXM channel lineup in English and Spanish, please visit [www.siriusxm.com/newchannels](http://www.siriusxm.com/newchannels) and [www.siriusxm.com/latino](http://www.siriusxm.com/latino).

Follow Piolin on Twitter @ElShowdePiolin.

For more information, please visit [www.siriusxm.com](http://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 more than 25 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](http://www.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](https://facebook.com/siriusxm), Twitter, [twitter.com/siriusxm](https://twitter.com/siriusxm), Instagram, [instagram.com/siriusxm](https://instagram.com/siriusxm), and YouTube at [youtube.com/siriusxm](https://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.*

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