

August 29, 2012



Former NFL MVP LaDainian Tomlinson Joins SiriusXM

Future Hall of Famer will host shows on SiriusXM NFL Radio and SiriusXM Fantasy Sports Radio channels

NEW YORK, Aug. 29, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced that LaDainian Tomlinson, the record-setting running back and 2006 NFL Most Valuable Player, has signed on to host weekly shows on the SiriusXM NFL Radio and SiriusXM Fantasy Sports Radio channels.

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

Tomlinson will make his SiriusXM debut on Friday, August 31, hosting *In the Endzone with LT* on [SiriusXM Fantasy Sports Radio](#) (9:00-11:00 pm ET), where he and co-host Jeff Rickard will offer advice to listeners on draft picks, roster moves and other fantasy football topics. The show will air the following week on Thursday, September 6. Starting September 12, the show will air every Wednesday night (9:00-11:00 pm ET) throughout the season. SiriusXM Fantasy Sports Radio is available on channel 87 on XM and channel 210 on Sirius Premier.

Tomlinson will make his debut on [SiriusXM NFL Radio](#) on Tuesday, September 4 (7:00-11:00 am ET). Every week thereafter he will host *The Opening Drive* alongside Ross Tucker Wednesday mornings (7:00-11:00 am ET) throughout the season, taking calls from fans around the country, interviewing players and coaches and discussing the headline NFL stories of the week. SiriusXM NFL Radio is available on channel 88 on Sirius and XM Premier.

Both the SiriusXM NFL Radio and SiriusXM Fantasy Sports Radio channels are also available on the [SiriusXM Internet Radio App](#) and online at [SiriusXM.com](#).

"It was a thrill and an honor to play in front of NFL fans during my career and now I have this great opportunity to talk directly to those fans on SiriusXM," said Tomlinson. "I plan to approach my new career as a broadcaster with the same determination and passion that drove my football career. Whether we're breaking down games and league news on SiriusXM NFL Radio or talking fantasy football on SiriusXM Fantasy Sports Radio, we'll work hard to give our listeners something special every week."

"LaDainian is a first ballot Hall of Famer, one of those special players who cement their place in the history books by being so dominant for so long," said Steve Cohen, SiriusXM's SVP of Sports Programming. "Legions of fantasy football players will also tell you that he single-handedly won them their leagues with his offensive production. He's exactly the type of player fans want to hear from and we're thrilled to have him on our airwaves, providing his analysis of the league and offering the kind of fantasy football advice you can't find anywhere else."

Tomlinson was one of the NFL's most electrifying running backs and thrilled fans and fantasy football players alike for 11 seasons. Selected fifth overall by the Chargers in the 2001 NFL Draft, he played his first nine seasons in San Diego and his last two years with the New York Jets. Tomlinson rushed for over 1100 yards and 10 or more touchdowns in each of his first eight seasons. In the 2006 season he set the current NFL record with 31 touchdowns and rushed for a league leading 1,815 yards. He ranks third in league history, behind only Hall of Famers Jerry Rice and Emmitt Smith, with 162 career touchdowns, and he is in the top five in all-time rushing attempts (3,174) and rushing yards (13,684). A five-time Pro Bowler and three-time First Team All-Pro, Tomlinson will be eligible for the Hall of Fame in 2016.

For more info, visit www.siriusxm.com. Follow the SiriusXM NFL Radio and SiriusXM Fantasy Sports Radio channels on Twitter ([@SiriusXMNFL](https://twitter.com/SiriusXMNFL), [@SiriusXMFantasy](https://twitter.com/SiriusXMFantasy)).

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 22 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.

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 audio entertainment; 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; failure of third parties to perform; 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, 2011, 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.

[Follow SiriusXM on Twitter](#) or [like the SiriusXM page on Facebook](#).

P-SIRI

Media contact:

Andrew FitzPatrick

SiriusXM

212-901-6693

andrew.fitzpatrick@siriusxm.com

SOURCE Sirius XM Radio