

January 10, 2013



# SiriusXM Launches Exclusive Programming Featuring National Geographic Kids

**National Geographic Kids' Weird but True facts and amazing animal information, airing on Kids Place Live, brings young listeners across North America closer to world around them**

NEW YORK, Jan. 10, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced the launch of a series of fun and engaging vignettes for young listeners, featuring content from National Geographic Kids beginning Monday, January 14, 2013, on Kids Place Live, channel 78.

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

The vignettes are based on National Geographic Kids books, including "Are You Normal?," "Amazing Animals," "The 2013 National Geographic Kids Almanac" and "Ultimate Weird but True." In this programming exclusively created for SiriusXM Kids Place, young listeners will hear fun facts and be introduced to the strange, wild and wonderful world around them. The facts will air throughout the day, Monday through Friday.

"National Geographic Kids is known for taking the world and explaining it to young people in understandable, usable ways. With our new daily features, National Geographic Kids brings new, fun information to Kids Place Live all throughout the day," said Kenny Curtis, Senior Director of Kids and Entertainment Programming, SiriusXM.

"Bet you didn't know that porcupines can float," said Jennifer Emmett, Vice President and Editorial Director of National Geographic Kids Books. "National Geographic Kids does, and we're thrilled to share many more cool nuggets like that with Kids Place Live listeners on SiriusXM so they can stump their parents with our *Weird but True* facts, stories about amazing animals and geography quiz questions."

National Geographic Kids inspires young adventurers to explore the world through award-winning magazines, books, website, apps, games, toys, television series and events and is the only kids brand with a world-class scientific organization at its core. National Geographic Kids Books publishes as many as 100 nonfiction titles each year and teaches young readers why the world is a weird, fascinating and fun place.

SiriusXM Kids Place Live is a 24/7 interactive talk and music channel featuring music and talk shows for kids. With live in-house "Rumpus Room" concert events from the biggest names in kids' music, live hosts standing by to take your song requests, and fun, on-air games, Kids Place Live allows young listeners to play along and celebrate what it means to be a kid.

For more information, visit [www.siriusxm.com/kidsplacelive](http://www.siriusxm.com/kidsplacelive).

### **About National Geographic Kids**

National Geographic Kids inspires young adventurers to explore the world through award-winning magazines, books, apps, games, toys, videos, events and a website, and is the only kids brand with a world-class scientific organization at its core. National Geographic Kids (10 issues a year) and Little Kids (6 issues a year) are photo-driven publications and are available on newsstands or by subscription in print and on tablets. The award-winning website [kids.nationalgeographic.com](http://kids.nationalgeographic.com) excites kids about the planet through games, videos, contests, photos and blogs about cultures, animals and destinations. National Geographic Kids Books is the leading nonfiction publisher with as many as 100 nonfiction titles each year, including the New York Times bestselling "Kids Almanac." National Geographic Kids Games engages kids to learn through play with games like the online virtual animal world of Animal Jam and the interactive TV experience of Nat Geo Kinect TV. National Geographic Kids Apps bring the best of National Geographic Kids to smartphones and tablets.

### **About Sirius XM Radio**

[Sirius XM Radio Inc.](http://SiriusXMRadioInc.com) is the world's largest radio broadcaster measured by revenue and has 23.9 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://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:**

Anna Irwin  
National Geographic Kids  
(202) 862-8267  
[airwin@ngs.org](mailto:airwin@ngs.org)

### **Media Contact:**

Michelle Dominguez  
SiriusXM  
(212) 901-6792  
[michelle.dominguez@siriusxm.com](mailto:michelle.dominguez@siriusxm.com)

SOURCE Sirius XM Radio