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COMEDY CENTRAL Radio to Launch Exclusively on SiriusXM

SiriusXM to become the radio home of COMEDY CENTRAL's unparalleled collection of stand-up comedy

24/7 channel dedicated to stand-up comedy from today's top comedians to tomorrow's rising stars

NEW YORK, Jan. 22, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) and COMEDY CENTRAL®, a wholly-owned unit of Viacom Inc. (NASDAQ: VIA and VIAB), announced today a multi-year deal for COMEDY CENTRAL Radio.

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

The new channel will be an all-access pass to content from the top brand and leading name in stand-up comedy. For the first time, COMEDY CENTRAL is creating a 24/7 audio channel with SiriusXM consisting of new stand-up and exclusive performances from its expansive and world-class library. COMEDY CENTRAL Radio will offer hundreds of hours of stand-up comedy performances from COMEDY CENTRAL's massive library including stand-up series such as COMEDY CENTRAL Presents and Premium Blend, and select performances from COMEDY CENTRAL Roasts and its roster of one-hour stand-up specials. In addition, COMEDY CENTRAL Radio will feature new performances, behind-the-scenes and backstage broadcasts from COMEDY CENTRAL events, broadcasts from COMEDY CENTRAL Certified clubs, and exclusive shows from comedians taking listener calls and being "guest DJ" on the channel, often tied in with launches and specials on COMEDY CENTRAL.

"COMEDY CENTRAL is the leader in the world of comedy and we are excited to work with them to create COMEDY CENTRAL Radio for our listeners," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "By adding COMEDY CENTRAL Radio to a comedy lineup that includes Blue Collar Radio and Jamie Foxx's The Foxxhole, we are delivering unmatched and exclusive comedy programming to millions of listeners nationwide."

"We are excited to work with SiriusXM to launch this exclusive 24/7 satellite radio channel and have COMEDY CENTRAL's top tier comedy content available to the millions of SiriusXM subscribers everywhere they go," said Michele Ganeless, President, COMEDY CENTRAL.

"COMEDY CENTRAL Radio will instantly become one of the premier destinations for high-quality comedy curated from our diverse and vast library of series and specials," said Mitch Fried, Executive Vice President, Enterprises, COMEDY CENTRAL. "Through this agreement with SiriusXM, we'll be able to deepen our relationship with those who make, and those who

enjoy, the best in comedy."

COMEDY CENTRAL Radio will launch on SiriusXM in the Spring of 2013.

COMEDY CENTRAL Radio joins SiriusXM's broad collection of comedy channels, including Laugh USA, Blue Collar Radio, Jamie Foxx's The Foxxhole, George Carlin's Carlin's Corner, Upright Citizens Brigade's UCB Radio, Raw Dog Comedy and more.

Select programming from COMEDY CENTRAL Radio will be available on SiriusXM On Demand after it airs 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 info on SiriusXM On Demand.

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 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](#). 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.

About COMEDY CENTRAL

Available on-air, online and on-the-go, COMEDY CENTRAL ([www.cc.com](#)) is the #1 brand in comedy and is owned by, and is a registered trademark of, Comedy Partners, a wholly-owned unit of [Viacom](#) Inc. (NASDAQ: VIA and VIAB). For up-to-the-minute and archival press information and photographs visit COMEDY CENTRAL's press Web site at [www.cc.com/press](#) and follow us on Twitter [@ComedyCentralPR](#) for the latest in breaking news updates, behind-the-scenes information and photos.

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.

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