

April 4, 2013



SiriusXM Offers Special Coverage from Atlanta for the NCAA® Final Four® and National Championship

SiriusXM College Sports Nation features expert analysis from **Bobby Cremins, Mateen Cleaves, Steve Lappas, Tom Brennan, Tim Brando** and others

Final Four® matchups - Louisville vs. Wichita St. and Syracuse vs. Michigan - and National Championship game will air live on SiriusXM channel 91

NEW YORK, April 4, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) will offer subscribers comprehensive coverage of this weekend's NCAA Final Four® and the 2013 NCAA Division I Men's National Championship game with live broadcasts from Atlanta this Thursday, April 4, through Tuesday, April 9.

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

SiriusXM College Sports Nation, channel 91, will showcase a daily lineup of shows featuring a remarkable cast of college basketball experts that includes three-time ACC Coach of the Year **Bobby Cremins**, Hall of Fame Michigan State guard **Mateen Cleaves**, two-time SEC Coach of the Year **Bruce Pearl**, former Villanova and UMass coach **Steve Lappas**, former University of Vermont coach **Tom Brennan**, plus **Tim Brando, Mark Packer, Jeff Goodman** and **Jason Horowitz**.

Hosts will broadcast from Bracket Town at the Georgia World Congress Center, Radio Row at the Georgia Dome and other locations around Atlanta.

On Saturday, April 6, SiriusXM's **Adam Schein** and **Mark Packer** will team up for a special Final Four preview show (12–3:30 pm ET) live from Bracket Town that will be simulcast on SiriusXM College Sports Nation and Mad Dog Radio (channel 86).

SiriusXM College Sports Nation Schedule: (All times ET)

Thursday, April 4

- 12-3 pm: *Inside College Basketball* with Mateen Cleaves and Jason Horowitz from Stats Restaurant in downtown Atlanta
- 3-6 pm: *College Sports Today* with Bobby Cremins and Mark Packer from Radio Row
- 6-8:45 pm: *College Sports Coast to Coast* with Tom Brennan and Chris Childers from Radio Row

Friday, April 5

- 9 am-12 pm: *Tim Brando Show* from downtown Atlanta
- 12-3 pm: *Inside College Basketball* with Bobby Cremins and Jason Horowitz from Bracket Town
- 3-6 pm: *College Sports Today* with Tom Brennan and Mark Packer from Bracket Town
- 6-8 pm: *College Sports Coast to Coast* with Chris Childers from Bracket Town

Saturday, April 6

- 10 am-12 pm: *Inside College Basketball* with Mateen Cleaves, Tom Brennan and Jason Horowitz from Bracket Town
- 12-3:30 pm: *SiriusXM's Final Four Roundtable* with Adam Schein and Mark Packer from Bracket Town
(This show will be simulcast on Mad Dog Radio, channel 86)
- 3:30-11 pm: Programming and play-by-play provided by Dial Global Sports
- 11 pm-2 am: *College Sports Nation Postgame Show* with Tom Brennan and Jason Horowitz

Sunday, April 7

- 9 am-12 pm: *Inside College Basketball* with Jeff Goodman from Radio Row
- 12-3 pm: *Inside College Basketball* with Bobby Cremins and Jason Horowitz from Bracket Town
- 3-6 pm: *College Sports Today* with Tom Brennan and Mark Packer from Bracket Town

Monday, April 8

- 9 am-12 pm: *Tim Brando Show* from downtown Atlanta
- 12-3 pm: *Inside College Basketball* with Mateen Cleaves, Steve Lappas and Jason Horowitz from Bracket Town
- 3-6 pm: *College Sports Today* with Tom Brennan and Mark Packer from Bracket Town
- 6-7 pm: *College Sports Coast to Coast* with Tom Brennan and Chris Childers from Bracket Town
- 7-11 pm: Programming and play-by-play provided by Dial Global Sports
- 11 pm-2 am: *College Sports Nation Postgame Show* with Tom Brennan and Jason Horowitz

Tuesday, April 9

- 9 am-12 pm: *Tim Brando Show* from downtown Atlanta
- 12-3 pm: *Inside College Basketball* with Tom Brennan and Jason Horowitz

SiriusXM College Sports Nation, channel 91, will feature live play-by-play of the Final Four games on Saturday night and the National Championship game on Monday. Broadcasts are provided by Dial Global Sports.

Adam Schein will host his Mad Dog Radio show, *Schein on Sports*, from Radio Row on Friday, April 5 (10 am – 2 pm ET on channel 86).

For more info visit www.siriusxm.com/collegesports. Follow the channel on Twitter

@SiriusXMCollege.

About Sirius XM Radio

[Sirius XM Radio Inc.](#) is the world's largest radio broadcaster measured by revenue and has 24 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.

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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; our ability to attract and retain qualified executive officers; 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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