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SiriusXM Launches MySXM

MySXM empowers listeners with the fusion of personalization and SiriusXM's curated commercial-free music and comedy channels to create radio's best listening experience

Enhanced music discovery, increased library size, and many more channel-specific user controls

Allows listeners to easily create over 100 variations of each of more than 50 SiriusXM channels for unlimited hours of listening

NEW YORK, April 15, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced the launch of [MySXM](#), an innovative personalization feature that empowers [SiriusXM Internet Radio](#) listeners with the ability to easily personalize existing SiriusXM commercial-free music and comedy channels to create a more tailored listening experience.

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(Photo: <https://photos.prnewswire.com/prnh/20130415/NY90936-b>)

(Logo: <https://photos.prnewswire.com/prnh/20130415/NY90936LOGO-c>)

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On SiriusXM channels with the MySXM feature, listeners can easily adjust each channel's unique controls for a more custom fit listening experience, including the ability to hear thousands of songs performed exclusively for SiriusXM. Channel-specific sliders allow users to create over 100 variations of each of more than 50 SiriusXM channels by adjusting characteristics like library depth, familiarity, music style, tempo, region, and multiple other channel-specific attributes. SiriusXM will add more channels to its MySXM channel line-up over time.

"MySXM is a personalization feature built to enhance our already well-loved curated commercial-free music and comedy channels and make an already amazing listening experience even more personal," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Our experts set the stage giving you the tools to make the channel your own. You decide how involved you want to get and where you want to take your channel."

With MySXM, SiriusXM listeners can personalize their experience to hear more of the music and comedy they love and less of what they don't, whether it's more grunge rock on [Lithium](#), less euro on [1st Wave](#), more established comedians on [Raw Dog Comedy](#), or less teen pop on [SiriusXM Hits 1](#).

MySXM combines SiriusXM's programming and curation expertise with powerful algorithms to create a personalized listening experience for SiriusXM Internet Radio listeners. SiriusXM will employ continuous innovation and improvement, offering new features and capabilities to

listeners with even more options to enjoy its expertly curated content.

MySXM is available at no extra charge to SiriusXM Internet Radio subscribers for unlimited hours of listening on the SiriusXM Internet Radio App for iPhone, iPod touch, and Android-powered smartphones and other connected devices and at siriusxm.com.

MySXM joins a lineup of SiriusXM Internet Radio features that also includes [SiriusXM On Demand](#), giving subscribers the ability to choose episodes from a catalog of more than 300 shows and over 3,000 hours of content to listen whenever they want. Subscribers listening via the [Apple iPad](#), [iPhone](#), [iPod touch](#), or [Android](#) smartphones and other connected devices can also store select On Demand content for a period of time on their devices for offline listening.

Additional [SiriusXM Internet Radio](#) features include Start Now giving listeners the ability to go back up to 5 hours to listen to previously broadcast SiriusXM content on their own schedules. Listeners can also use the Tune Start™ feature to automatically start the currently playing song from the beginning so they hear the whole song when tuning to any music channel. In addition, listeners can also pause live SiriusXM programming and pick up where they left off, replay a song or segment, or skip forward to hear what's playing next.

Listeners can register for a [7-day trial](#) to listen to SiriusXM Internet Radio. For more information on SiriusXM Internet Radio, please visit www.siriusxm.com/internetradio.

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.

On social media, join the SiriusXM community on Facebook, facebook.com/siriusxm, Twitter, twitter.com/siriusxm, Instagram, instagram.com/siriusxm, and YouTube at 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; 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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