

May 14, 2013



"Tom Petty Radio" Channel to Launch on SiriusXM

Limited-run channel celebrating Tom Petty and The Heartbreakers' summer tour will feature music spanning the rock legend's entire career including rarely heard live material

SiriusXM will also launch a 24/7 channel featuring classic episodes of "Tom Petty's Buried Treasure" on SiriusXM Internet Radio

NEW YORK, May 14, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that it will launch two channels dedicated to Tom Petty: "Tom Petty Radio," a limited-run channel celebrating Tom Petty and The Heartbreakers' summer tour, and a separate channel dedicated solely to Tom Petty's critically-acclaimed SiriusXM music show, *Tom Petty's Buried Treasure*.

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

"Tom Petty Radio" will launch on May 17 at 6:00 pm ET, via satellite on channel 111, and through the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at siriusxm.com.

"Tom Petty Radio" will give SiriusXM listeners 24/7 access to music from throughout Tom Petty's career including his music with his longtime band The Heartbreakers and his solo work, as well as The Traveling Wilburys and his first band, Mudcrutch. The channel will also feature live concert material from Tom Petty and The Heartbreakers' recent tours and some rarely heard vintage performances.

SiriusXM listeners will also hear Petty and the members of the Heartbreakers discuss the creation of some of their most notable songs as well as some memorable moments on tour. Additionally, "Tom Petty Radio" will feature some classic moments from *Tom Petty's Buried Treasure*, SiriusXM's weekly show which features the Rock & Roll Hall of Famer playing rare and classic tracks, many vintage, from his private vaults, along with his informed, passionate, and entertaining commentary.

SiriusXM will also launch an online channel showcasing *Tom Petty's Buried Treasure*. The commercial-free music channel will launch on June 1, on [SiriusXM Internet Radio](http://SiriusXMInternetRadio) on smartphones and other connected devices, as well as online at siriusxm.com

"Tom Petty has a legacy of great music that began nearly 40 years ago and continues today, and SiriusXM is thrilled to give our listeners access to this legendary artist on two separate channels," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "The limited-run 'Tom Petty Radio' channel will give our listeners access to all the music they enjoy by Tom Petty and rarely heard live performances, and the *Tom Petty's Buried*

Treasure channel will offer unique insight into one of the most creative music minds of our time."

New episodes of *Tom Petty's Buried Treasure*, now in its eighth year on SiriusXM, will continue to air Thursday nights at 8:00 pm ET via satellite on [Deep Tracks](#), channel 27, and through the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at siriusxm.com.

"Tom Petty Radio" and the *Tom Petty's Buried Treasure* channel are the latest examples of SiriusXM's original artist-branded channels dedicated to iconic musicians. In addition to its current lineup of Bruce Springsteen's E Street Radio, Elvis Radio and Radio Margaritaville, SiriusXM has previously offered channels such as "Paul McCartney's Band on the Run Radio," "Elton!," "The Who Channel," "Mandatory Metallica," "Paul McCartney's Fireman Radio," "Rolling Stones Radio," "AC/DC Radio," "Led Zeppelin Radio," "Miles Davis Radio," "The Spectrum of John Mellencamp," "Radio R.E.M.," "Coldplay Radio," "ABBA Radio," "Jay-Z Nation," "Garth Brooks Radio," and "Duran Duran's Red Carpet Radio."

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 24.4 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; 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.

Contact for SiriusXM:

Samantha Bowman

212-901-6644

samantha.bowman@siriusxm.com

SOURCE Sirius XM Radio