

July 14, 2010



SIRIUS XM Radio to Host Celebrity Fantasy Football Event in Times Square

SIRIUS XM personalities Chris 'Mad Dog' Russo, Maurice Jones-Drew, Steve Phillips, Jeremy Roenick, Rich Gannon, Gary Dell'Abate, Jay Thomas, Scott Ferrall, Adam Schein, Jon Hein and others will be live at the Hard Rock Cafe

Musician Southside Johnny to perform live

Howard Stern 'Wrap Up Show' kicks off event with a live broadcast

NEW YORK, July 14, /PRNewswire-FirstCall/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced today that as part of its SIRIUS XM Celebrity Fantasy Football Draft it will host an all-day showcase event featuring live music and a series of special broadcasts from a wide variety of SIRIUS XM hosts at the Hard Rock Cafe in New York City's Times Square on July 21, 2010.

(Logo: <https://photos.prnewswire.com/prnh/20080819/NYTU044LOGO>)

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The event will celebrate the launch of SIRIUS XM Fantasy Sports Radio, the new 24/7 fantasy sports channel airing on XM channel 147 and SIRIUS channel 211 for subscribers with the "Best of XM" programming package. SIRIUS XM subscribers will be invited to attend or tune in from around the country and will be treated to a variety of programming from across the SIRIUS XM spectrum.

SIRIUS XM personalities Chris 'Mad Dog' Russo, Maurice Jones-Drew, Steve Phillips, Jeremy Roenick, Rich Gannon, Gary Dell'Abate, Jay Thomas, Scott Ferrall, Adam Schein, Jon Hein, fantasy experts and SIRIUS XM hosts from RotoExperts.com, RotoWire.com, FantasyGuru.com, and FanBall.com, and Nicole, Rich, Stanley and Ryan from the SIRIUS XM Hits 1 *Morning Mash Up* show will be in attendance.

"On July 21 we will showcase a range of SIRIUS XM's programming centered around the SIRIUS XM Fantasy Football Draft," said Scott Greenstein, SIRIUS XM's President and Chief Content Officer. "We're assembling intriguing personalities from sports, talk, comedy and music in one place for an unprecedented event in the world of fantasy sports and we're thrilled to share it with our subscribers."

The event will kick off at 10:00 am ET with a broadcast of the Howard Stern *Wrap Up Show*, hosted by Stern Show executive producer Gary Dell'Abate and Jon Hein, live from the Hard Rock Cafe on Howard 100, one of Howard Stern's two exclusive SIRIUS XM channels.

At 12:00 pm ET Southside Johnny, one of New Jersey's legendary Rock and Rollers, will perform live on the Hard Rock stage. The performance will air live on E Street Radio (SIRIUS channel 10 and XM channel 58).

SIRIUS NFL Radio's Adam Schein and Rich Gannon will host a special pre-draft show.

Schein and Gannon, a 17-year NFL quarterback and the 2002 NFL MVP, will take questions from fans at the Hard Rock and preview the celebrity draft event which will start at 1:00 pm ET.

This year's draft will feature 12 teams which will be managed by personalities from across the spectrum of SIRIUS XM programming, from the new SIRIUS XM Fantasy Sports Radio channel to SIRIUS XM's talk and music channels.

Schein and Gannon will emcee the event, which will be conducted live on the Hard Rock stage and will air nationwide on SIRIUS XM Fantasy Sports Radio allowing fantasy sports fans around the country to tune in as celebrity team managers select their rosters and engage in some playful jousting with their competitors.

The 2010 SIRIUS XM Fantasy Football Celebrity League will include the following team managers:

Chris 'Mad Dog' Russo

John Hansen

Host, SIRIUS XM's Mad Dog Radio channel SIRIUS XM Fantasy Sports Radio host

Maurice Jones-Drew

Kyle Elfrink

Jacksonville Jaguars Pro Bowl running back

SIRIUS XM Fantasy Sports Radio host

SIRIUS XM Fantasy Sports Radio host

Steve Phillips

Scott Engel

Former Major League Baseball GM

SIRIUS XM Fantasy Sports Radio host

SIRIUS XM Fantasy Sports Radio host

Jeremy Roenick

Chris Liss

Nine-time NHL All-Star

SIRIUS XM Fantasy Sports Radio host

SIRIUS XM Fantasy Sports Radio host

Gary Dell'Abate

Rich Davis, Ryan Sampson, Stanley T. and Nicole

Executive Producer of the Howard Stern

SIRIUS XM Hits 1 Morning Mash Up

Show on SIRIUS XM

Jay Thomas

Emmy Award-winning actor

Host of SIRIUS XM's The Jay Thomas Show

Scott Ferrall

Host of The Scott Ferrall Show on
Howard 101 on SIRIUS XM

In addition to airing in its entirety on SIRIUS XM Fantasy Sports Radio, the SIRIUS XM Fantasy Football Draft will also be simulcast on SIRIUS NFL Radio (SIRIUS channel 124 and XM channel 124 as part of the "Best of SIRIUS") and Mad Dog Radio (SIRIUS channel 123 and XM channel 144) from 1:00-3:00 pm ET.

Through the 2010 season, fans can follow the SIRIUS XM Fantasy Football League competition at www.sirius.com/siriusxmfantasysportsradio or www.xmradio.com/siriusxmfantasysportsradio.

SIRIUS XM Fantasy Sports Radio debuted July 1 on XM channel 147 and on SIRIUS channel 211 for subscribers who purchase the "Best of XM" package. The new 24/7 channel, dedicated to fantasy sports, offers advice and news from a collection of experts and covers a full spectrum of fantasy sports, including football, baseball, basketball, NASCAR, hockey, soccer and golf.

SIRIUS XM Fantasy Sports Radio is available to Premium Online subscribers through XM Radio Online and SIRIUS Internet Radio and through the SIRIUS XM App for the Apple iPhone, iPod touch and several BlackBerry and Android-powered smartphone devices. (Access to channel online and through the App may require a subscription upgrade.)

About SIRIUS XM Radio

SIRIUS XM Radio is America's satellite radio company delivering to subscribers commercial-free music channels, premier sports, news, talk, entertainment, and traffic and weather.

SIRIUS XM Radio has content relationships with an array of personalities and artists, including Howard Stern, Martha Stewart, Oprah Winfrey, Rosie O'Donnell, Jamie Foxx, Barbara Walters, Opie & Anthony, Bubba the Love Sponge®, Bob Edwards, Chris "Mad Dog" Russo, Jimmy Buffett, The Grateful Dead, Willie Nelson, Bob Dylan and Tom Petty. SIRIUS XM Radio is the leader in sports programming as the Official Satellite Radio Partner of the NFL, Major League Baseball®, NASCAR®, NBA, NHL®, and PGA TOUR® and major college sports.

SIRIUS XM Radio has arrangements with every major automaker. SIRIUS XM Radio products are available at shop.sirius.com and shop.xmradio.com, and at retail locations nationwide, including Best Buy, RadioShack, Wal-Mart and independent retailers.

SIRIUS XM Radio also offers SIRIUS Backseat TV, the first ever live in-vehicle rear seat entertainment featuring Nickelodeon, Disney Channel and Cartoon Network; XM NavTraffic® service for GPS navigation systems delivers real-time traffic information, including accidents and road construction, for more than 80 North American markets.

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, the combined company's 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," "anticipate," "believe," "plan," "estimate," "intend," "will," "should," "may," or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of SIRIUS XM's management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond the control of SIRIUS and XM. 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 statement: general economic conditions; our dependence upon automakers and other third parties, the substantial indebtedness of SIRIUS and XM; the useful life of our satellites; and our competitive position versus other forms of audio and video entertainment. Additional factors that could cause SIRIUS' and XM's results to differ materially from those described in the forward-looking statements can be found in SIRIUS' Annual Report on Form 10-K for the year ended December 31, 2009 and XM's Annual Report on Form 10-K for the year ended December 31, 2009, which are 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 SIRIUS and XM 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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Media contact:

Andrew FitzPatrick

SIRIUS XM Radio

212.901.6693

andrew.fitzpatrick@siriusxm.com

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