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SiriusXM Creates 'Tiger Blood Radio'

Experts and special guests explore the story the nation is following

Hear all about Charlie Sheen from every angle

NEW YORK, March 4, 2011 /PRNewswire/ -- Sirius XM Radio (Nasdaq: SIRI) today announced that it has created "Tiger Blood Radio," a 24-hour limited run channel that will explore the breaking news, facts, fallout and career implications of the Charlie Sheen controversy. "Tiger Blood Radio" will air from March 5 at 6:00 am ET to March 6 at 6:00 am ET on Sirius channel 108 and XM channel 139.

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

"Tiger Blood Radio" was created in response to the national conversation sparked by the recent events surrounding actor Charlie Sheen.

"Tiger Blood Radio" will take listeners behind the headlines, exploring the media frenzy/media reaction, as well as the medical, psychological, psychiatric and pop culture and celebrity angles. Additionally, through a recap of news coverage, it will offer a timeline of recent events.

During the exclusive, limited run channel, SiriusXM listeners will hear archival Playboy Radio clips featuring "Goddess"/current live-in girlfriend Bree Olson, a Playboy Radio contributor. In addition, Sheen's ex-fiancee/Spice Radio host Ginger Lynn shares stories of her relationship with him on Tiffany Granath's Playboy Radio show; and adult film star Kacey Jordan talks to Playboy Radio's *Night Calls* about her times with Sheen.

For more information visit www.siriusxm.com.

About Sirius XM Radio

[Sirius XM Radio](#) is America's satellite radio company. SiriusXM broadcasts more than [135 satellite radio channels](#) of [commercial-free music](#), and [premier sports](#), [news](#), [talk](#), [entertainment](#), [traffic](#), [weather](#), and data services to 20.2 million subscribers. SiriusXM offers an array of content from many of the biggest names in entertainment, as well as from professional sports leagues, major colleges, and national news and talk providers.

SiriusXM programming is available on more than 800 devices, including pre-installed and after-market radios in cars, trucks, boats and aircraft, [smartphones](#) and [mobile devices](#), and consumer electronics products for [homes](#) and [offices](#). SiriusXM programming is also available at siriusxm.com, and on [Apple](#), [BlackBerry](#) and [Android](#)-powered mobile devices.

SiriusXM has arrangements with every major [automaker](#) and its radio products are available for sale at shop.siriusxm.com as well as retail locations nationwide.

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," "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 statement: our competitive position versus other forms of audio and video entertainment; our ability to retain subscribers and maintain our average monthly revenue per subscriber; our dependence upon automakers and other third parties; our substantial indebtedness; and the useful life of our satellites, which, in most cases, are not insured. 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, 2010, 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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