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SiriusXM Announces Broadcast Coverage for Daytona 500

Fans nationwide get live broadcast of 55th Daytona 500 on Feb. 24 on channel 90, plus multiple channels carrying in-car audio of drivers

Full day of live coverage from the track on race day on SiriusXM NASCAR Radio; 24/7 channel offers extensive coverage every day of Speedweeks and throughout the year

Special "Town Hall" show with Jeff Gordon, Rick Hendrick and Ray Evernham airs live from Daytona on Feb. 21

NEW YORK, Feb. 19, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI), the Official Satellite Radio Partner of NASCAR, will offer listeners comprehensive coverage of the 55th running of the Daytona 500, with the live race broadcast, multiple channels carrying in-car audio from some of the sport's top drivers, and daily coverage from Daytona International Speedway on [SiriusXM NASCAR Radio](#) (channel 90).

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

On Sunday, February 24, Daytona 500 race day, SiriusXM will start broadcasting live at 7:00 am ET and will offer listeners a full day of live coverage from the speedway. Subscribers will have access to all the action on the track during The Great American Race, which starts at 1:00 pm ET, plus full pre- and post-race coverage with expert analysis, reports from pit road and the garages, driver introductions and interviews with the winner and other drivers.

SiriusXM will also offer additional Driver2Crew Chatter™ channels that will carry the in-car audio of NASCAR's top drivers as they compete in the Daytona 500. Drivers featured will include reigning NASCAR Sprint Cup Series champion **Brad Keselowski**, three-time champion **Tony Stewart**, five-time champion **Jimmie Johnson**, history-making Daytona 500 pole winner **Danica Patrick**, **Dale Earnhardt Jr.** and others.

SiriusXM NASCAR Radio, channel 90 – including race broadcasts – is available to Sirius subscribers, XM Premier and SiriusXM Premier subscribers and is also simulcast online at [SiriusXM.com](#) and on the SiriusXM Internet Radio App.

SiriusXM NASCAR Radio will also provide live coverage of the Budweiser Duel at Daytona, the 150-mile NASCAR Sprint Cup Series qualifying races, on Thursday, Feb. 21 (1:00 pm ET), the NextEra Energy Resources 250 Camping World Truck Series race on Friday, Feb. 22 (7:00 pm ET), and the Drive4COPD 300 NASCAR Nationwide Series race on Saturday, Feb. 23 (12:45 pm ET).

Throughout the week leading up to race day fans will have access to the latest news and

expert analysis on SiriusXM NASCAR Radio, which will broadcast live from Daytona every day. The channel's daily talk lineup begins at 7:00 am ET and features a roster of expert hosts that includes Hall of Famer Buddy Baker, Danny "Chocolate" Myers, Claire B. Lang, Dave Moody, Mike Bagley, Pete Pistone, Pat Patterson, Jim Noble, Angie Skinner and Brad Gillie.

On Thursday, Feb. 21 (8:00 pm ET), four-time NASCAR Sprint Cup Series Champion **Jeff Gordon** and iconic Hendrick Motorsports owner **Rick Hendrick** will sit down for a Q&A with SiriusXM listeners for a special edition of SiriusXM's "Town Hall" series. Airing live on SiriusXM NASCAR Radio, the special will be moderated by Gordon's former crew chief, **Ray Evernham**, ESPN analyst and former NASCAR team owner, who was on the pit box for three of Gordon's NASCAR Sprint Cup Series championships, and will feature Gordon and Hendrick taking questions from the studio audience about their careers and experiences in NASCAR.

From Wednesday through Sunday of Daytona 500 Week, several SiriusXM NASCAR Radio shows will broadcast from atop the Sprint FANDECK in the Daytona infield. On Monday, Feb. 25, on *The Morning Drive*, hosts Bagley and Pistone will be joined live by the 2013 Daytona 500 Champion driver, crew chief and team owner.

As the Official Satellite Radio Partner of NASCAR, SiriusXM broadcasts every NASCAR Sprint Cup Series, NASCAR Nationwide Series and NASCAR Camping World Truck Series race live. For more info on SiriusXM NASCAR Radio please visit www.siriusxm.com/nascar.

In January, SiriusXM NASCAR Radio was honored by the National Motorsports Press Association (NMPA) with six awards for excellence in broadcasting in 2012. Dave Moody, host of *SiriusXM Speedway*, received four awards, including NMPA Radio Broadcaster of the Year. Claire B. Lang, host of *Dialed In* and the channel's pre- and post-race shows, won the second place award for Spot News Radio. The third place award in the Spot News category was presented to Mike Bagley and Pete Pistone, hosts of *The Morning Drive*.

About Sirius XM Radio

[Sirius XM Radio Inc.](http://SiriusXM.com) 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/user/Sirius.

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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