

September 16, 2013



SiriusXM to Launch "Business Radio Powered by The Wharton School," the First Full-Time Radio Channel Focused on Business and Management

Live, call-in format offers millions of people unprecedented access to world-renowned Wharton professors, distinguished alumni and expert guests

Broadcasting from The Wharton School's historic Ivy League campus and Silicon Valley, trailblazing channel delivers invaluable business advice for business owners, entrepreneurs, executives and those who dream of starting their own companies

NEW YORK, Sept. 16, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) and The Wharton School of the University of Pennsylvania today announced the creation of "Business Radio Powered by the Wharton School," an exclusive, groundbreaking 24/7 channel featuring easily accessible information on a wide range of business topics. From hiring and motivating staff to creating a business plan to raising capital and financing businesses, the channel will be delivered directly by the world's top business experts and leading minds in business education at The Wharton School.

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

Business Radio, created exclusively in collaboration with The Wharton School, with an expected launch in early 2014, will air via satellite on SiriusXM channel 111, and through the SiriusXM Internet Radio App on smartphones and other connected devices, as well as online at siriusxm.com. Business Radio will feature world-renowned and distinguished professors and alumni as regular weekly hosts, plus executives, entrepreneurs, innovators and other experts as special hosts and guests.

"In a world where it's never been easier to start your own business, and where even the titans of industry are challenged by newcomers every day, people have a thirst for expert information on the fundamentals of running a business successfully. Business Radio Powered by The Wharton School will deliver indispensable information and guidance to a range of listeners, whether they are first-time job candidates, managers, entrepreneurs or even CEOs," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Our listeners will get direct access to some of the brightest minds in business today. The range of topics will be expansive but the discussion and conversation will surely be useful every day in our listeners' own working lives."

Thomas S. Robertson, Dean of The Wharton School, said, "We are pleased to announce this prestigious new channel with SiriusXM. Business Radio Powered by the Wharton School will provide us with a unique avenue to disseminate creative cutting-edge programming using the full breadth of Wharton's faculty research and knowledge in the global community. This initiative aligns well with Wharton's reputation for innovation and will allow us to reach a broad range of mainstream listeners interested in business topics."

Business Radio Powered by the Wharton School will offer listeners direct access to world-class Wharton faculty — trusted advisors of corporations and governments worldwide and one of the most cited, most published faculties of all top-tier business schools — from a wide range of fields and areas of expertise. The advice, information, topics and real-life people/businesses explored on the channel will help listeners of all ages, backgrounds and levels of experience —entrepreneurs still formulating plans for their great ideas in their heads, generations of a family business, longtime mom-and-pop store owners and seasoned business executives alike — to navigate the 21st century business world.

Every aspect of business will be covered in an informative, entertaining and accessible manner on Business Radio — from the biggest headlines of the day to the nuts/bolts of how to build a business from the ground up — as well as selling/marketing with social media; how to connect with consumers and cultivate long-term customer/client relationships; Management 101: hiring, firing, compensation and benefits; ethics; leadership; businesses of the future; and advice/ideas geared toward women in business.

"Business Radio Powered by The Wharton School" programming currently in development is expected to include:

- **Market Update with Jeremy Siegel** — a weekly, in-depth analysis of the dynamics of the stock market hosted by Wharton's Russell E. Palmer Professor of Finance.
- **Launch Pad** — new ventures go live on Business Radio and listeners weigh in. Hosted by Karl T. Ulrich, Vice Dean of Innovation; CIBC Professor of Entrepreneurship and e-Commerce; Professor of Mechanical Engineering.
- **When Things Go Wrong** — listeners share customer service experiences gone awry and Business Radio gets to the bottom of the situation. Hosted by Christian Terwiesch, Andrew M. Heller Professor, and Marshall L. Fisher, UPS Professor, both of the department of Operations and Information Management.
- **Sports Business** — listeners are invited behind-the-scenes to explore the business issues underlying the multibilliondollar sports industry. Co-hosted by Kenneth L. Shropshire, David W. Hauck Professor of Legal Studies and Business Ethics; Director, Wharton Sports Business Initiative; and Scott Rosner, Practice Associate Professor of Legal Studies and Business Ethics; Associate Director, Wharton Sports Business Initiative.
- **The Business of Retailing** — understanding and managing retailing, the economy's largest sector. Hosted by Barbara E. Kahn, Patty and Jay H. Baker Professor; Director, Jay H. Baker Retailing Center; Professor of Marketing.

Visit www.siriusxm.com and www.wharton.upenn.edu for more information.

About Sirius XM Radio

[Sirius XM Radio Inc.](http://www.siriusxm.com) is the world's largest radio broadcaster measured by revenue and has

more than 25 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.

About The Wharton School of the University of Pennsylvania

Founded in 1881 as the first collegiate business school, The Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates ongoing economic and social value around the world. The School has 5,000 undergraduate, MBA, executive MBA and doctoral students; more than 9,000 participants annually in executive education programs; and a powerful alumni network of more than 92,000 graduates.

P-SIRI

Malini Doddamani
Director, Media Relations
The Wharton School
(215) 746-6334
malinid@wharton.upenn.edu

Patrick Reilly
SVP, Corporate Communications & PR
SiriusXM Radio
(212) 901-6646
patrick.reilly@siriusxm.com

Hillary Schupf
Senior Director, Corporate Communications & PR
(212) 901-6739
Hillary.schupf@siriusxm.com

SOURCE Sirius XM Radio