

October 24, 2013



The David Bowie Channel to Launch on SiriusXM

Limited-run channel to exclusively premiere the five unheard songs from Bowie's "The Next Day Extra," which will be released on November 5

NEW YORK, Oct. 24, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that it will launch The David Bowie Channel, the commercial-free music channel featuring the complete works of innovative music pioneer David Bowie.

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

The David Bowie Channel will launch on Wednesday, October 30 at 12:00 pm ET and will run through Tuesday, November 12, via satellite on channel 111. The David Bowie Channel will be available as a 24/7 channel online and through the [SiriusXM Internet Radio App](#) for smartphones and mobile devices beginning Wednesday, October 30 for an extended period.

The limited-run channel will feature music from the vast body of artistry from Bowie's entire career, from his earliest recordings through 2013's *The Next Day*. The David Bowie Channel will also exclusively premiere the five unheard songs from Bowie's *The Next Day Extra*, the 3 disc collectors edition; the songs will only be heard on The David Bowie Channel until November 5, the day *The Next Day Extra* is released. Listeners will hear rare tracks and demo versions of some of Bowie's greatest songs as well as artists including Beck, Annie Lennox, Nirvana, Tears For Fears, Barbra Streisand, The Wallflowers, The Red Hot Chili Peppers, Duran Duran, Scott Weiland and Dinosaur Jr. interpreting Bowie's music.

"'Icon' gets thrown around a lot, but for David Bowie, one of pop and rock music's greatest, most unconventional artists, it's textbook accurate. We can't wait to bring to our listeners a full-time channel that offers an expertly curated deep dive into his artistic genius. From Major Tom to Ziggy Stardust to the Thin White Duke through his latest work, *The Next Day*, the channel will bring together every phase of his pioneering music, and all will hear this enduring body of work, which is as relevant today as it was at each and every phase of David's storied career," said Scott Greenstein, President and Chief Content Officer, SiriusXM.

David Bowie's extensive, legendary catalog is one of the most revered in popular culture, and includes all-time great million selling albums and artistic landmarks such as *The Rise And Fall Of Ziggy Stardust And The Spiders From Mars*, *Aladdin Sane*, *Young Americans*, *Low*, *Heroes*, *Scary Monsters, Let's Dance*, *The Buddha of Suburbia* and more. Within the featured catalog are Top 30 Billboard hit singles including Space Oddity, Young Americans, Fame, Golden Years, Let's Dance, China Girl and Blue Jean.

The David Bowie Channel is an example of SiriusXM channels created with iconic and

leading artists, including Bruce Springsteen's E Street Radio, Ozzy Osbourne's Ozzy's Boneyard, Pearl Jam Radio, Eminem's Shade 45, Willie Nelson's Willie's Roadhouse, The Pink Floyd Channel, B.B. King's Bluesville, Elvis Radio, Jimmy Buffett's Radio Margaritaville, Siriusly Sinatra, Tiesto's Club Life Radio and Neil Diamond Radio.

For more information on David Bowie and *The Next Day Extra*, please visit www.davidbowie.com.

For more information on SiriusXM, please visit www.siriusxm.com.

About Sirius XM Radio

[Sirius XM Radio Inc.](http://www.siriusxm.com) is the world's largest radio broadcaster measured by revenue and has 25.6 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. and from retailers nationwide as well as at shop.siriusxm.com. SiriusXM programming is available through the [SiriusXM Internet Radio](#) App for smartphones and other connected devices as well as online at siriusxm.com. SiriusXM also provides premium traffic, weather, data and information services for subscribers in cars, trucks, RVs, boats and aircraft through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™, SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, and XMWX Marine™. SiriusXM holds a minority interest in [SiriusXM Canada](#) which has more than 2 million subscribers.

On social media, join the SiriusXM community on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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.

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