



P R E S S   R E L E A S E

**Customers to Receive 3-Month SiriusXM Subscription When Purchasing Any Pre-Owned Vehicle Equipped with Satellite Radio from Participating Toyota Dealerships across the Country**

**NEW YORK – August 23, 2012** – Sirius XM Radio (NASDAQ: SIRI) today announced that customers will automatically receive a 3-month SiriusXM subscription when they purchase any pre-owned vehicle, regardless of manufacturer, with a factory-equipped satellite radio from participating Toyota dealers across the United States.

Customers purchasing select pre-owned Toyota vehicles equipped with navigation will also receive a 3-month subscription to NavTraffic which gives drivers traffic information, and some vehicles will also have access to select data services such as fuel prices, weather forecasts, sports updates, and stock information delivered by SiriusXM.

“SiriusXM is delighted that Toyota and its network of dealers see the value of giving customers a 3-month SiriusXM subscription with the sale of any pre-owned Toyota and non-Toyota vehicle equipped with satellite radio,” said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing and Retail Sales, SiriusXM. “Best-in-class audio entertainment from SiriusXM and advanced in-vehicle features such as NavTraffic are features drivers will use daily, and we are thrilled to work with Toyota dealers to give customers the best in-vehicle experience available on the road.”

“The 3-month SiriusXM subscription adds value to the inventory of pre-owned vehicles that customers will find available at any Toyota dealership across the country,” said Tom DeLuise, National Toyota Certified Used Vehicle Sales & Operations Manager. “We look forward to working with SiriusXM so all of our dealers can effectively demonstrate advanced features like satellite radio and NavTraffic to enhance the buying experience for our pre-owned vehicle customers.”

Toyota will continue to give all customers purchasing new and Toyota Certified Used Vehicles equipped with satellite radio a 3-month SiriusXM subscription, featuring commercial-free music, premier sports, comedy, news, and exclusive talk and entertainment.

For more information on SiriusXM, please visit [www.siriusxm.com](http://www.siriusxm.com).

Toyota dealers interested in enrolling in this program can enroll online at [www.siriusxmpreownedtrial.com](http://www.siriusxmpreownedtrial.com).

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**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 22 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](http://www.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.

*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 audio entertainment; 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; failure of third parties to perform; 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, 2011, 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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