

June 12, 2013

SiriusXM Surpasses 10,000 Auto Dealers Participating in Its Pre-Owned Vehicle Program

Dealer Pre-enrollment for New Service Lane Program Now Open

NEW YORK, June 12, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced that it has surpassed 10,000 franchise and independent auto dealers across the country participating in the SiriusXM Pre-Owned Vehicle Program and eligible to give a 3-month SiriusXM subscription to customers buying any pre-owned vehicle with a factory-equipped satellite radio.

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

SiriusXM is also now pre-enrolling dealers in its Service Lane Program, the program launching this summer that will provide a complimentary 2-month SiriusXM subscription to qualifying customers who bring their vehicles with a factory-equipped satellite radio in for service.

"Surpassing 10,000 participating dealers, including all of those run by seven of the top 10 franchise dealer groups based on pre-owned vehicle sales, is a remarkable milestone for the Pre-Owned Program," said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing and Retail Sales, SiriusXM. "Building on the success of this program with auto dealers across the country, we are now accepting pre-enrollments in Service Lane, a program that will allow participating dealers to provide qualifying customers with a 2-month SiriusXM subscription, giving these potential subscribers access to our unparalleled programming."

Dealers interested in signing up at no cost to the SiriusXM Pre-Owned Vehicle Program should visit www.SiriusXMPreOwnedTrial.com (<http://www.siriusxm.com/preownedtrial>). Dealers already enrolled in the Pre-Owned Vehicle Program and interested in signing up for the Service Lane Program can visit www.SiriusXM.com/ServiceLane (<http://www.siriusxm.com/ServiceLane>).

SiriusXM also has arrangements with every major automaker to provide a 3-month SiriusXM subscription to customers buying Certified Pre-Owned vehicles from dealerships participating in those programs.

For more information on SiriusXM, please visit www.SiriusXM.com (<http://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 24.4 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) (<http://www.siriusxm.com/>). SiriusXM programming is also available through the SiriusXM Internet Radio (<http://www.siriusxm.com/internetradio>) App for [Android](http://www.siriusxm.com/android/indexd.html) (<http://www.siriusxm.com/android/indexd.html>), [Apple](http://www.siriusxm.com/oniphone/indexd.xmc?utm_source=ONIPHONEDIRECT&utm_medium=Other&utm_campaign=APP) (http://www.siriusxm.com/oniphone/indexd.xmc?utm_source=ONIPHONEDIRECT&utm_medium=Other&utm_campaign=APP), and [BlackBerry](http://www.siriusxm.com/blackberry) (<http://www.siriusxm.com/blackberry>) smartphones and other connected devices. SiriusXM also holds a minority interest in [SiriusXM Canada](http://www.siriusxm.ca/) (<http://www.siriusxm.ca/>) which has more than 2 million subscribers.

On social media, join the SiriusXM community on Facebook, facebook.com/siriusxm (<http://facebook.com/siriusxm>), Twitter, twitter.com/siriusxm (<http://twitter.com/siriusxm>), Instagram, [instagram.com/siriusxm](http://www.instagram.com/siriusxm) (<http://www.instagram.com/siriusxm>), and YouTube at youtube.com/siriusxm (<http://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> (<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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