

## **Regis Philbin to be the Special Guest Host of 'Bing Crosby Christmas Radio' on SIRIUS XM**

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Regis and the Crosby family to share memories and reflections on Crosby's legendary life and work

'Bing Crosby Christmas Radio' airs December 13-25, features 20+ years of vintage holiday Bing Crosby radio programs

SIRIUS XM Radio (Nasdaq: SIRI) today announced that legendary entertainer Regis Philbin will be the special guest host of Bing Crosby Christmas Radio, an entire channel devoted to classic Bing Crosby radio broadcasts.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080819/NYTU044LOGO> )

On the channel, Regis and Bing's wife Kathryn Crosby, daughter Mary Crosby and sons Harry and Nathaniel will share memories, introduce songs and shows and reflect on Crosby's life and work.

Bing Crosby Christmas Radio will air from December 13 - 25 exclusively on SIRIUS channel 113 and XM channel 120. Bing Crosby Christmas Radio will broadcast more than twenty years of vintage Bing Crosby holiday radio specials, featuring a wide variety of Crosby's beloved music -- including his most popular recording ever, "White Christmas" -- and special guests such as Frank Sinatra, Judy Garland, Bob Hope and Rosemary Clooney.

"I always loved Bing Crosby and I can't wait to host this channel and share exclusive material with the SIRIUS XM audience," said Regis Philbin. "Growing up, I wanted to be Bing Crosby. I heard him on the radio every night. I loved the music and the sound of his voice. He made me feel better, and I love the songs he sang."

"Having Regis and the Crosby family bring Bing's timeless legacy to life once again and celebrate his cherished music and classic radio shows is programming that will surely brighten this holiday season," said Scott Greenstein, Chief Content Officer, SIRIUS XM Radio. "Bing Crosby Christmas Radio will be a unique treat for listeners of all ages across the country."

The Emmy(R)-winning co-host of top morning talk show Live with Regis and Kelly, Regis fulfilled a lifelong dream when he sang to Crosby in person one night on the set of The Joey Bishop Show in 1967. He'll share this story and more personal anecdotes and memories about the icon on the channel.

For more information on SIRIUS XM's holiday programming, please visit [www.sirius.com/holiday](http://www.sirius.com/holiday) or [www.xmradio.com](http://www.xmradio.com). For more information about Bing Crosby please visit [www.bingcrosby.com](http://www.bingcrosby.com).

### About SIRIUS XM Radio

SIRIUS XM Radio is America's satellite radio company delivering everything worth listening to, including 69 commercial-free music channels, premier sports, news, talk, entertainment, traffic and weather, to more than 18.9 million subscribers.

SIRIUS XM Radio has content relationships with an array of personalities and artists, including Howard Stern, Martha Stewart, Oprah Winfrey, Jimmy Buffett, Jamie Foxx, Barbara Walters, Opie & Anthony, The Grateful Dead, Willie Nelson, Bob Dylan, Dale Earnhardt Jr., Tom Petty, and Bob Edwards. SIRIUS XM Radio is the leader in sports programming as the Official Satellite Radio Partner of the NFL, Major League Baseball, NASCAR, NBA, NHL, and PGA TOUR, and broadcasts major college sports.

SIRIUS XM Radio has arrangements with every major automaker. SIRIUS XM Radio products are available at [shop.sirius.com](http://shop.sirius.com) and [shop.xmradio.com](http://shop.xmradio.com), and at retail locations nationwide, including Best Buy, RadioShack, Target, Sam's Club, and Wal-Mart.

SIRIUS XM Radio also offers SIRIUS Backseat TV, the first ever live in-vehicle rear seat entertainment featuring Nickelodeon, Disney Channel and Cartoon Network; XM NavTraffic(R) service for GPS navigation systems delivers real-time traffic information, including accidents and road construction, for more than 80 North American markets.

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 the benefits of the business combination transaction involving SIRIUS and XM, including potential synergies and cost savings and the timing thereof, future financial and operating results, the combined company's plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "anticipate," "believe," "plan," "estimate," "expect," "intend," "will," "should," "may," or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of SIRIUS' and XM's management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond the control of SIRIUS and XM.

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 statement: general business and economic conditions; the performance of financial markets and interest rates; the failure to realize synergies and cost-savings from the merger or delay in realization thereof; the businesses of SIRIUS and XM may not be combined successfully, or such combination may take longer, be more difficult, time-consuming or costly to accomplish than expected. Additional factors that could cause SIRIUS' and XM's results to differ materially from those described in the forward-looking statements can be found in SIRIUS' and XM's Annual Reports on Form 10-K for the year ended December 31, 2007 and their respective Quarterly Reports on Form 10-Q for the quarter ended September 30, 2008, which are 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 SIRIUS and XM 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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Contact for SIRIUS XM Radio:

Hillary Schupf  
SIRIUS  
212 901 6739  
[hschupf@siriusradio.com](mailto:hschupf@siriusradio.com)

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