

LeBron James Brings The Heat to SiriusXM's The Heat Channel as Guest DJ

Exclusive music special hosted by the 2012 NBA champion and three time league MVP to air on SiriusXM's The Heat

NEW YORK, July 13, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that 2012 NBA champion and three time league MVP LeBron James will host an exclusive music special showcasing the music that helped fuel him during the Miami Heat's championship season on SiriusXM's The Heat.

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

"LeBron James Bringin' the Heat from Las Vegas" will premiere on Friday, July 13 at 3:00 pm ET on The Heat, channel 47. The special will feature James offering listeners a play by play of his favorite music, including Miami's DJ Khaled as well as Jay-Z, Kanye West, Ca\$h Out, 2 Chainz and Future.

"Music has always been a big part of my life, and this was a fun way that I could share that passion with my fans," said LeBron James.

SiriusXM listeners will also hear James talk about his search for "uncontainable" amateur basketball superstars in Las Vegas, training for the upcoming Olympic Games in London, and his feelings about next year's NBA season.

"Sports and music fans will enjoy LeBron getting behind the mic and playing the music that motivates him when he plays and when he relaxes," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "This is a first for LeBron and we know our listeners will hear a different side to the NBA champion and the man leading USA's quest for Gold at the Olympics."

James will serve as a coach in the Sprite Uncontainable Game, which will bring some of the best amateur players from around the world together for an once-in-a-lifetime game at NBA All-Star 2013 in Houston. James' team, called Team Sudden, will face off against Team Intense, which will be coached by Kobe Bryant. Anyone can enter for a chance to play in the Uncontainable Game by uploading their most expressive basketball moves at www.Sprite.com. Final rosters will be decided after the submission deadline ends on September 30, 2012. Those who don't want to upload a video can participate as a fan by watching and sharing player videos on www.Sprite.com/game for a chance to win www.NBAstore.com gift cards and even a trip to NBA All-Star 2013.

The Heat plays today's hottest R&B hits. Listeners will hear Beyonce, Alicia Keys, Ne-Yo, Chris Brown, Trey Songz, Usher, Rihanna, Keri Hilson, Drake and Mary J. Blige.

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 more than 22 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; news and comedy; exclusive 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.

[Follow SiriusXM on Twitter](#) or [like the SiriusXM page on Facebook](#).

P-SIRI

Media Contact:

Samantha Bowman

SiriusXM

212 901 6644

samantha.bowman@siriusxm.com

SOURCE Sirius XM Radio

News Provided by Acquire Media