

SiriusXM and Bleacher Report to Launch New Daily Sports Talk Show

Leading sports website and national broadcaster team up to create new exclusive radio forum for passionate sports fans

"Bleacher Report Radio" debuts September 16 on SiriusXM Sports Zone, Sirius channel 92, XM channel 208

NEW YORK, Sept. 13, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) and Bleacher Report today announced that they have teamed up to create an all-new daily sports talk program launching Monday, September 16.

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

Bleacher Report Radio, which will be hosted by SiriusXM's Steve Covino and Rich Davis, will air nationwide every weekday (11:00am-1:00pm ET/8:00am-10:00am PT) on SiriusXM Sports Zone (Sirius channel 92 and XM channel 208).

Bleacher Report, a division of Turner Broadcasting, is the leading digital destination for team-specific sports content and real-time event coverage and is one of the fastest-growing digital properties in the U.S. *Bleacher Report Radio* now expands the company's reach into a new medium and will be available exclusively to more than 25 million SiriusXM subscribers nationwide.

Each weekday Covino and Davis will speak with some of Bleacher Report's most prominent contributors, including Mike Freeman, Matt Bowen, Matt Miller, Michael Schotkey, Adam Kramer and Michael Felder among others, as they deliver fans the latest team-specific news and analysis. Listeners across the country can call in to discuss Bleacher Report's latest content and weigh in with their opinions. Bleacher Report was founded in 2007 by four die-hard sports fans as a platform through which passionate writers could have their voices heard, and at which sports fans could find all relevant content for their favorite teams in a single place. Today its editorial and video teams, led by a growing roster of lead writers and premier contributors, create hundreds of pieces of content per day to provide fans with the most comprehensive experience for their favorite teams and topics across all major sports.

"Bleacher Report has distinguished itself as a go-to source for passionate sports fans and we're excited to team up to deliver a new and unique brand of sports talk to our subscribers," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "We are focused every day on giving our listeners access to the best sports content available, and the most in-depth access to their teams, no matter where they are across the U.S. *Bleacher Report Radio* was created with that goal in mind and will showcase many of Bleacher Report's best writers while giving sports fans a forum in which they can react to and discuss the day's headline stories involving their favorite teams and players."

"Our partnership with SiriusXM provides an excellent opportunity to extend the Bleacher Report brand to a broader audience through this new platform and showcase our signature content and talent," said Brian Grey, CEO of Bleacher Report and senior vice president, Turner Sports. "This marks another important step in the growth of Bleacher Report as a leading destination for sports fans providing real-time news and analysis about their favorite teams."

SiriusXM Sports Zone is one of SiriusXM's exclusive sports talk channels with a variety of distinctive programming. The channel is available on satellite radios, on the [SiriusXM Internet Radio App](#) and online at [SiriusXM.com](#).

About Sirius XM Radio

[Sirius XM Radio Inc.](#) is the world's largest radio broadcaster measured by revenue and has more than 25 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](#). 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.

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

About Bleacher Report

Bleacher Report, a division of Turner Sports, is the leading digital destination for team-specific sports content and real-time event coverage, and is one of the fastest-growing digital properties in the U.S. The company was founded in 2007 by four die-hard sports fans as a platform through which passionate writers could have their voices heard, and at which sports fans could find all relevant content for their favorite teams in a single place. Today its editorial and video teams, led by a growing roster of lead writers and premier contributors, create hundreds of pieces of content per day to provide fans with the most comprehensive experience for their favorite teams and topics across all major sports. Bleacher Report also provides an

unmatched fan experience on mobile devices through Team Stream™, the top-rated, industry-leading tablet and smartphone app, and via the Bleacher Report daily sport- and team-specific email newsletters.

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.

P-SIRI

Media contact:

Andrew FitzPatrick, **SiriusXM**, 212-901-6693, andrew.fitzpatrick@siriusxm.com

Lauren McCabe, **Bleacher Report**, 212-275-6882, lauren.mccabe@turner.com

SOURCE Sirius XM Radio

News Provided by Acquire Media