

## SiriusXM's "El Show de Piolin" Launches October 18

**'Piolin' is first Latin radio personality to host own Spanish-language show and channel exclusively on SiriusXM**

**SiriusXM introduces \$5.99 "SiriusXM Espanol" satellite package**

**Fans can listen to his show at no cost with the "Piolin y mas" trial, through February 15, via the SiriusXM Internet App on smartphones, other connected devices, and online at [siriusxm.com](http://siriusxm.com)**

**Live, morning show to offer millions of listeners coast-to-coast access to Piolin's take on the day's news, celebrity interviews, call-ins and more**

NEW YORK, Oct. 7, 2013 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that "El Show de Piolin," hosted by Spanish-language radio's top host Eddie "Piolin" Sotelo, will launch October 18 on SiriusXM's Piolin Radio channel 147. SiriusXM is offering access to Piolin's new show and channel, along with a suite of Latino programming, through a special low-cost satellite subscription offer and at no cost, for a limited time, online and through the SiriusXM App.

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

The live, four-hour morning show will air Monday through Friday 6:00 am — 10:00 am PST. Broadcasting from SiriusXM's studios in Los Angeles, "El Show de Piolin" will reach listeners coast-to-coast and will replay multiple times throughout the day on Piolin Radio. "El Show de Piolin" will feature Piolin's take on the day's events, surprise interviews with celebrity guests, listener call-ins, pranks, music and beloved characters "Dona Chela," "Casimiro" and "Don Poncho."

For the launch, SiriusXM will introduce SiriusXM Espanol, a \$5.99 monthly satellite subscription package that gives listeners access to Piolin's new show and channel along with a suite of specially selected channels. In addition, with "Piolin y mas," the complimentary trial running October 18 through February 15, 2014, listeners will be able to tune in to "El Show de Piolin" via the [SiriusXM Internet App](#) on smartphones and other connected devices, as well as online. The special, low-cost satellite package and the free extended online and streaming trial will include access to "El Show de Piolin" as well as a special line-up of exclusive Spanish and English-language commercial-free music channels and sports, news, talk and entertainment channels. For more information, please visit [www.siriusxm.com/piolin](http://www.siriusxm.com/piolin).

"We are very excited about bringing Piolin to listeners nationwide with his official launch on SiriusXM, and we invite all of his fans to join him on this new journey," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "We don't want any of Piolin's fans to miss a moment of his new show. They are hungry for his spontaneous, passionate, unpredictable morning show, and they will be able to listen to him from the start on satellite, online and through their mobile devices. On SiriusXM, they will be able to hear Piolin any time of day, in the car or out."

"I am happy to announce that on October 18 I will be able to reach all of my fans and friends in all corners of the U.S.," said Eddie "Piolin" Sotelo. "I am honored that SiriusXM has given me the amazing opportunity to have complete creative control of my show and my own channel! I can finally fly free. As I launch on SiriusXM, I am excited that my listeners will be able to tune in to Piolin Radio at home, in the car or through their smartphones. This is going to be fun!"

Eddie "Piolin" Sotelo has won numerous broadcasting awards, including several NAB Marconi Radio Awards, and was voted one of the most influential entertainers by the Los Angeles Times. He is scheduled to be inducted into the National Radio Hall of Fame in November 2013.

Piolin Radio is part of the SiriusXM Latino programming lineup offering a variety of commercial-free music, talk, entertainment, and sports, including play-by-play of Major League Baseball games. SiriusXM Latino includes Latin music channels covering a wide variety of music genres, including **Aguila**: The sounds of Norteno, Ranchera, Duranguense and traditional Mexican music; **La Mezcla**: Today's hits in Spanish and English; **Caliente**: A tropical mix of salsa, merengue and bachata; **Flow Nation**: Latin hip-hop and reggaeton; **Latidos**: Latin love songs from the '90s to today; **Caricia**: Classic ballads; **Luna**: Latin jazz; **Rumbon**: Classic salsa; **La Kueva**: Latin rock; **En Vivo**: The official channel for the Latin Grammy®, top hits and live performances. In talk and news, SiriusXM Latino offers **RadioFormula Mexico**: 24/7 news and talk from Mexico's leading radio broadcaster; **ESPN Deportes Radio**: Featuring call-in talk shows and commentary from hosts about a full range of sporting events, including soccer, American football, baseball and boxing; **beIN SPORT en Espanol**: Featuring world class soccer and top international sports; **Cristina Radio**: Lifestyle, health and family programming for Latinas; **Inspirate!**: Compelling news, talk and advice for a fuller, more meaningful life; and **CNN en Espanol**: CNN's 24-hour Spanish-language news network.

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

### **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](http://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](https://facebook.com/siriusxm), Twitter, [twitter.com/siriusxm](https://twitter.com/siriusxm), Instagram, [instagram.com/siriusxm](https://instagram.com/siriusxm), and YouTube at [youtube.com/siriusxm](https://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>). 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**

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