

## Juanes Launches Show on SiriusXM

**Exclusive monthly show, "Yo Soy Juanes," to be hosted by the GRAMMY® and seventeen time Latin GRAMMY® winner on SiriusXM's Caliente and La Kueva**  
**"Yo Soy Juanes" is satellite radio's first artist-hosted show for bilingual listeners**

NEW YORK, Aug. 1, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that Latin rocker Juanes will host an exclusive monthly special on SiriusXM's Caliente and La Kueva commercial-free music channels.

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

*Yo Soy Juanes* will feature the guitarist, singer and songwriter showcasing his favorite music, including songs that particularly sparked his creativity, from heavy metal to rock and everything in between, and sharing stories about artists he has worked with during his storied career. The first broadcast will focus on Juanes' early influences: from traditional Colombian folk music, and growing up in Medellin, Colombia, during a time of civil unrest, to the first time he heard metal bands like Metallica. This special first episode will kick off SiriusXM's Hispanic Heritage Month programming September 16th on SiriusXM's Caliente channel 150 and La Kueva channel 540.

SiriusXM listeners will also hear Juanes talk about his favorite collaborations, from Juan Luis Guerra, Nelly Furtado and Tony Bennett to his "dream" collaboration with Alicia Keys and his thoughts on the current music scene. Juanes will also use his SiriusXM show to regularly debut some of his own original new music.

"I have been influenced by many types of music and am happy to have, for the first time, a live forum where I can share them with my fans across the country," said Juanes. "I am excited to be joining the SiriusXM lineup and look forward to interacting with our listeners."

"We are proud to announce that our first original show for the bilingual listener will feature international superstar Juanes," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Juanes is one of the greatest Latin stars performing today. Juanes will be sharing his thoughts and musical tastes that span all music genres. That universality is something all of our listeners will want to hear."

Born in Colombia, Juan Esteban Aristizabal Vasquez is a multi-platinum GRAMMY and seventeen-time LATIN GRAMMY winner. The critically praised musician has already notched eight #1 singles and saw his most recent album, *JUANES MTV Unplugged*, debut at #1 on *Billboard's* "Top Latin Albums" chart and in 18 countries throughout Latin America. The superstar's dedication as a global activist also extends far beyond his passionate lyrics and is seen in his charitable work for his own "Mi Sangre Foundation" and as a co-founder of the "Paz sin Fronteras" (Peace Without Borders) organization - which utilizes music as a unifying force regardless of political or geographic divides and advocate that all people are entitled to the basic human right of peace.

Caliente plays a mix of the biggest tropical, salsa, merengue and reggaeton hits, playing, among others, Marc Anthony, Juan Luis Guerra, Aventura, Shakira, and Luis Miguel.

La Kueva plays Latin Rock classics and today's upcoming artists, including Mana, Fabulosos Cadillacs, Soda Estereo, Molotov, and more.

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

### **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; 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). 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.

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*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.*

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