

Legendary NFL Great Jim Brown Sits Down With Sirius XM Host Joe Madison for Extraordinary Interview Series

Madison Tackles Brown: The Athlete, Activist and Actor A revealing and powerful look at the life and times of the iconic figure

NEW YORK, Sept 29, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS XM Radio (Nasdaq: SIRI) announced that it will broadcast an exclusive series of hard hitting, no-holds barred interviews with Hall of Fame running back, activist and actor Jim Brown conducted by award-winning SIRIUS XM Radio host Joe Madison. The Madison-Brown interview specials will air across multiple SIRIUS XM channels in three hour-long installments, featuring in-depth discussions on sports; race, politics and activism; and Hollywood and celebrity.

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Madison's insightful interviews provide an intimate portrait of the man whose legendary career, influence and impact on American culture is multi-faceted. With unflinching candor, Brown reflects on his extraordinary life experiences, the lessons he's learned, and how he applies them to his life today.

"Jim Brown is one of the most fascinating figures of our times, and his amazing accomplishments on and off the field broke new ground at every turn and have left an indelible mark on our culture," said Scott Greenstein, President and Chief Content Officer, SIRIUS XM Radio. "Many people think they know the 'Jim Brown story' but until now, the whole story has not been told. With this satellite radio broadcast event, Joe Madison connects SIRIUS XM's millions of listeners across the country with the complete Jim Brown."

The first interview, "The Athlete," will air October 2 at 8:00 am ET on The Power, XM channel 169, and at 11:00 am ET on SIRIUS XM Stars, SIRIUS channel 102 and XM channel 155. It will replay October 3 at 6:00 pm ET on The Power. "The Athlete" focuses on Brown's storied years in the NFL as a Hall of Fame running back with the Cleveland Browns. At the height of his career Brown was the highest paid player in the NFL, earning \$85,000 a year. He was also the first NFL player to have an agent. Brown reflects on his experience in professional sports and offers advice for the next generation of young star athletes on how to deal with newfound fame, wealth and success. He also offers insight on players' relationships with their coaches.

The second installment, "The Activist," focuses on race, politics and activism, and will air October 9 at 8:00 am ET on The Power, XM channel 169, and at 11:00 am ET on SIRIUS XM Stars, SIRIUS channel 102 and XM channel 155. It will replay October 10 at 6:00 pm ET on The Power. The drive that fueled Brown on the football field carried over to his role as community activist. For many years Brown has worked with black communities across the country, helping to eradicate violence and emphasizing the importance and power of education. As part of this mission, Brown also visits prisons to speak to inmates, and works with gang leaders in cities large and small. Through Amer-I-Can, Brown's non-profit organization created to offer social support and services to underserved populations and cities, he acts as a mentor and helps millions of young men and women across the country achieve success and self-confidence.

The third and final hour of Madison and Brown's in-depth conversation, "The Actor," will air October 16 at 8:00 am ET on The Power, XM channel 169, and at 11:00 am ET on SIRIUS XM Stars, SIRIUS channel 102 and XM channel 155. It will replay October 17 at 6:00 pm ET on The Power. "The Actor" explores Brown's transition from star athlete to Hollywood box office champ. Brown reveals what it was like to be black in 1960s and 1970s Hollywood; the role race played in the parts he was offered and the parts he sought; why "The Dirty Dozen" is his favorite of his movies; his on-and off-screen relationship with Raquel Welch; his friendship and partnership with comedian Richard Pryor, and how that disintegrated because of Pryor's drug addiction; his days managing Earth, Wind & Fire; and more.

Joe Madison, also known as "The Black Eagle," is recognized as a human and civil rights activist, abolitionist against slavery in Africa, television commentator, columnist, lecturer, labor and corporate spokesman, musician, and athlete. He is the former executive director of the Detroit NAACP and was later appointed director of the national NAACP political action department. Joe Madison's daily, call-in show airs from 6:00 - 10:00 am ET on The Power, XM channel 169. Madison has been named one of *Talker Magazine's* "100 Most Important Radio Talk Show Hosts" nine times.

For more information visit www.sirius.com and www.xmradio.com.

About SIRIUS XM Radio

SIRIUS XM Radio is America's satellite radio company delivering to subscribers commercial-free music channels, premier sports, news, talk, entertainment, and traffic and weather.

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, Bubba the Love Sponge(R), The Grateful Dead, Willie Nelson, Bob Dylan, 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(R), NASCAR(R), NBA, NHL(R), and PGA TOUR(R), and broadcasts major college sports.

SIRIUS XM Radio has arrangements with every major automaker. SIRIUS XM Radio products are available at shop.sirius.com and shop.xmradio.com, and at retail locations nationwide, including Best Buy, RadioShack, Wal-Mart and independent retailers.

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 "will likely result," "are expected to," "anticipate," "believe," "plan," "estimate," "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: our substantial indebtedness; 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; the useful life of our satellites; our dependence upon automakers and other third parties; our competitive position versus other forms of audio and video entertainment; and general economic conditions. 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' Annual Report on Form 10-K for the year ended December 31, 2008 and XM's Annual Report on Form 10-K for the year ended December 31, 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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