



## Major-League Stars Derek Jeter and David Ortiz Throw Caps into Ring to Campaign for XM Baseball

**XM Satellite Radio launches election-themed marketing campaign to promote every MLB game, every team on XM**

**XMBaseball.com invites fans to send personalized audio messages from 'candidates' Ortiz and Jeter**

WASHINGTON, April 2, 2008 /PRNewswire-FirstCall/ -- This hard-fought election year just got more interesting. New York Yankees captain Derek Jeter and Boston Red Sox slugger David Ortiz have tossed their caps into the ring to campaign for XM Satellite Radio.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080402/NEW089> )

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070313/XMLOGO> )

The "race" is the new multimedia marketing campaign from XM, the official satellite radio network for Major League Baseball. XM airs every game for every MLB team throughout the season and postseason for its 9 million subscribers nationwide.

A new XM TV spot offers a parody of election ads with Ortiz campaigning for the "Every Game" platform, while Jeter stumps for "Every Team." The TV spot and online ads are premiering this week.

Starting today, baseball fans can visit the new web site <http://www.xmbaseball.com/> to choose Jeter or Ortiz for the President of XM Baseball, and send their friends a personalized audio message from their candidate.

At XMBaseball.com, you enter your name and your friend's name, your favorite teams, and hobbies. Then you can send your friend a personalized phone call from candidate Ortiz or candidate Jeter.

Coming soon, the web site will let you upload a personal photo and create a bobblehead image with your favorite team's uniform. With your bobblehead image, you will be able to star in your own campaign video as the running mate for Jeter or Ortiz, and share it with your friends. You will also be able to create a voicemail greeting from the candidates, or download a customized ringtone.

You can reach the web site by visiting [XMBaseball.com](http://www.xmbaseball.com), [JeterForPresident.com](http://www.jeterforpresident.com) or [OrtizForPresident.com](http://www.ortizforpresident.com).

"This is an incredibly exciting election year," said Vernon Irvin, EVP and Chief Marketing Officer at XM. "We've crafted a multimedia marketing campaign for XM's baseball programming with an election-year theme, featuring two of the biggest players from rival teams. It's a playful parody of the election process, and it drives home that XM is the place to hear every MLB game for every team. The combination of TV and online media gives us a great platform to communicate with baseball fans about XM."

### About XM

XM (NASDAQ: XMSR) is America's number one satellite radio company with more than 9 million subscribers. Broadcasting live daily from studios in Washington, DC, New York City, Chicago, Nashville, Toronto and Montreal, XM's 2008 lineup includes more than 170 digital channels of choice from coast to coast: commercial-free music, premier sports, news, talk radio, comedy, children's and entertainment programming; and the most advanced traffic and weather information.

XM, the leader in satellite-delivered entertainment and data services for the automobile market through partnerships with General Motors, Honda, Hyundai, Nissan, Porsche, Ferrari, Subaru, Suzuki, Infiniti and Toyota, is available in 140 different vehicle models for 2008. XM's industry-leading products are available at consumer electronics retailers nationwide. XM programming is also available through XM Radio Online, as downloads of original XM shows via podcasts from XM's Web site or the Apple's iTunes Store, and as streams of commercial-free XM music channels to AT&T and Alltel wireless customers through XM Radio Mobile. For more information about XM hardware, programming and partnerships, please visit <http://www.xmradio.com/>.

Factors that could cause actual results to differ materially from those in the forward-looking statements in this press release include demand for XM Satellite Radio's service, the Company's dependence on technology and third party vendors, its potential need for additional financing, as well as other risks described in XM Satellite Radio Holdings Inc.'s Form 10-K filed with the Securities and Exchange Commission on 2-28-08. Copies of the filing are available upon request from XM Radio's Investor Relations Department. Programming is subject to change.

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PRN Photo Desk, photodesk@prnewswire.com

SOURCE: XM

CONTACT: David Butler of XM, +1-202-380-4317, david.butler@xmradio.com

Web site: <http://www.xmradio.com/>  
<http://www.xmbaseball.com/>