XM to Air 30 College Football Bowl Games in December and January

WASHINGTON, Dec. 17 /PRNewswire-FirstCall/ -- XM Satellite Radio today announced that it will air 30 college football bowl games in December and January, culminating with the exclusive satellite radio broadcasts of the five 2008 Bowl Championship Series (BCS) games.

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

XM will broadcast the 30 bowl games to its 8.5 million subscribers across the continental United States starting December 20 as Navy plays Utah in the Poinsettia Bowl, building up to the Allstate BCS National Championship Game on January 7 as top-ranked Ohio State takes on No. 2 LSU. The full schedule of bowl games on XM is listed below, and can be found online at http://www.xmradio.com/onxm/features/bcs-2008.xmc.

The satellite radio network today also announced the sportscasters who will provide play-by-play coverage and analysis of the BCS games on XM, and it announced that ESPN will produce a BCS special hosted by Colin Cowherd to air exclusively on XM.

XM's Dave Sims and Gary Danielson will announce the Allstate BCS National Championship Game and the FedEx Orange Bowl. Sims, who calls college football games for ESPN and NFL games for Westwood One, is also the co-host of XM's "Basketball and Beyond with Coach K." Danielson, the former college football and NFL quarterback, is a college football analyst for XM and CBS Sports.

XM's T.J. Rives and Don McPherson will announce the Allstate Sugar Bowl. Rives is the anchor of "XM Sports Nation This Morning" and "College Football Coast to Coast" and the co-host of "The SEC Now" on XM, as well as a college sports play-by-play announcer and pro football reporter. McPherson, the veteran college football and NFL player, is a college sports analyst for XM.

XM's Gino Torretta and Bill Rosinski will announce the Tostitos Fiesta Bowl. Torretta, the 1992 Heisman Trophy-winning quarterback and NFL veteran, is a college football analyst for XM who calls games for Touchdown Radio, ESPN, and SportsUSA Radio. Rosinski is heard on XM calling ACC football and basketball for ISP Sports, and he is an NFL play-by-play announcer for Westwood One.

For the Rose Bowl, XM will carry the ESPN Radio broadcast featuring sportscasters Mike Tirico of "Monday Night Football," college football analyst and veteran coach Bob Davie, and sideline reporter and all-star athlete Stacey Dales.

The ESPN special on the BCS hosted by Cowherd will air exclusively on XM on December 29 on ESPN Radio (XM Channel 140). The show will air at 8 a.m. ET and replay at 2 p.m. ET, with encores on Dec. 30 at 6 a.m. and 5 p.m. ET, December 31 at 7 p.m. ET and January 1 at 8 a.m. ET.

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2007-08 College Football Bowl Games Schedule on XM

December 20
San Diego County Credit Union Poinsettia Bowl
Utah v. Navy
9:00 pm ET on XM Channel 231

December 21
R&L Carriers New Orleans Bowl
Memphis v. Florida Atlantic
8:00 pm ET on XM Channel 140

December 22
Papajohns.com Bowl
Southern Miss v. Cincinnati
1:00 pm ET on XM Channel 140
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December 22
New Mexico Bowl
Nevada v. New Mexico
4:30 pm ET on XM Channel 140

December 22
Pioneer Las Vegas Bowl
UCLA v. BYU
8:00 pm ET on XM Channel 193

December 23
Sheraton Hawaii Bowl
Boise State v. East Carolina
8:00 pm ET on XM Channel 140

December 26
Motor City Bowl
Purdue v. Cent. Michigan
7:30 pm ET on XM Channel 196

December 27
Pacific Life Holiday Bowl
Arizona State v. Texas
8:00 pm ET on XM Channel 140

December 28
Champs Sports Bowl
Boston College v. Michigan State
5:00 pm ET on XM Channel 140

December 28
Emerald Bowl
Maryland v. Oregon State
8:30 pm ET on XM Channel 140

December 29
Meineke Car Care Bowl
Connecticut v. Wake Forest
1:00 pm ET on XM Channel 190

December 29
AutoZone Liberty Bowl
UCF v. Mississippi State
4:30 pm ET on XM Channel 140

December 29
Valero Alamo Bowl
Penn State v. Texas A&M
8:00 pm ET on XM Channel 140

December 30
PetroSun Independence Bowl
Alabama v. Colorado
8:00 pm ET on XM Channel 199

December 31
Bell Helicopter Armed Forces Bowl
California v. Air Force
12:30 pm ET on XM Channel 140

December 31
Sun Bowl

South Florida v. Oregon
2:00 pm ET on XM Channel 203

December 31
Roady's Humanitarian Bowl
Georgia Tech v. Fresno State
2:00 pm ET on XM Channel 190

December 31
Gaylord Hotels Music City Bowl
Kentucky v. Florida State
4:00 pm ET on XM Channel 199

December 31
Insight Bowl
Indiana v. Oklahoma State
6:00 pm ET on XM Channel 196

January 1
Outback Bowl
Wisconsin v. Tennessee
11:00 am ET on XM Channel 140

January 1
Cotton Bowl
Missouri v. Arkansas
11:30 am ET on XM Channel 241

January 1
Gator Bowl
Texas Tech v. Virginia
1:00 pm ET on XM Channel 190

January 1
Capital One Bowl
Michigan v. Florida
1:00 pm ET on XM Channel 199

January 1
Rose Bowl presented by Citi
Illinois v. USC
4:30pm ET on XM Channel 140

January 1
Allstate Sugar Bowl
Hawaii v. Georgia
8:30pm ET on XM Channel 144

January 2
Tostitos Fiesta Bowl
Oklahoma v. West Virginia
8:00 pm ET on XM Channel 144

January 3
FedEx Orange Bowl
Virginia Tech v. Kansas
8:00 pm ET on XM Channel 144

January 5
International Bowl
Rutgers v. Ball State
12:00 noon ET on XM Channel 203

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January 6
GMAC Bowl
Bowling Green v. Tulsa
8:00 pm ET on XM Channel 231

January 7
BCS National Championship Game
LSU v. Ohio State
8:00 pm ET on XM Channel 144
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About XM

XM (NASDAQ: XMSR) is America's number one satellite radio company with more than 8.5 million subscribers. Broadcasting live daily from studios in Washington, DC, New York City, Chicago, the Country Music Hall of Fame in Nashville, Toronto and Montreal, XM's 2007 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, Subaru, Suzuki, Toyota, and Ferrari, is available in 140 different vehicle models for 2007. XM's industry-leading products are available at consumer electronics retailers nationwide. 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 3-1-07. Copies of the filing are available upon request from XM Radio's Investor Relations Department. Programming is subject to change.

Photo: NewsCom: http://www.newscom.com/cgi-bin/prnh/20070313/XMLOGO
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SOURCE: XM Satellite Radio

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