XM To Be Exclusive Satellite Radio Network of the 2008 Bowl Championship Series (BCS)

Capping its First Season as Official Satellite Radio Home for the Six BCS Conferences, XM to Broadcast Allstate BCS National Championship, FedEx Orange Bowl, Tostitos Fiesta Bowl, AllState Sugar Bowl, and Rose Bowl Presented by Citi

WASHINGTON, Dec. 3 /PRNewswire-FirstCall/ -- XM will be the exclusive satellite radio network for all five Bowl Championship Series (BCS) football games in January 2008.

Capping its first season as the official satellite radio network for the six BCS conferences, XM will air the Allstate BCS National Championship, FedEx Orange Bowl, Tostitos Fiesta Bowl, AllState Sugar Bowl, and Rose Bowl Presented by Citi to its 8.5 million subscribers nationwide.

XM acquired the rights to broadcast the BCS National Championship Game, Orange Bowl, Fiesta Bowl, and Sugar Bowl in a multi-year agreement with FOX Sports. XM airs the Rose Bowl in partnership with ESPN.

"With the expansion of college football on XM this season, more than 1.3 million listeners are tuning into XM every Saturday to hear the games," said Eric Logan, XM executive vice president, programming. "XM is now the satellite radio home for all five BCS games, which bolsters our standing as the ultimate destination for college sports fans."

College Football Hall of Famer Barry Switzer joined XM this fall as its lead football analyst. "These are the biggest games of the year to cap one of the wildest and most unpredictable seasons that anyone can remember," Switzer said. "I can listen to all the BCS games on my radio wherever I am, anywhere across the country. That's what makes college football on XM so powerful. You can listen to hundreds of games from all over the place, wherever you are."

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The BCS games will air nationwide on XM on the following dates and times:

Rose Bowl presented by Citi
January 1, 2008, at 4:30PM ET/1:30PM PT
USC vs. Illinois
ESPN Radio (XM Channel 140)

Allstate Sugar Bowl
January 1, 2008, at 8:30PM ET/5:30PM PT
Georgia vs. Hawaii
XM Sports Nation (XM Channel 144)

Tostitos Fiesta Bowl
January 2, 2008, at 8:00PM ET/5:00PM PT
Oklahoma vs. West Virginia
XM Sports Nation (XM Channel 144)

FedEx Orange Bowl
January 3, 2008, at 8:00PM ET/5:00PM PT
Virginia Tech vs. Kansas
XM Sports Nation (XM Channel 144)

Allstate BCS National Championship Game
January 7, 2008, at 8:00PM ET/5:00PM PT
Ohio State vs. LSU
XM Sports Nation (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, Ferrari, Subaru, Suzuki and Toyota 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. All programming is subject to change.

SOURCE: XM

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