



Bob Dylan and XM Featured in Integrated Marketing Campaign for Cadillac

Cadillac Promotes Dylan's Exclusive XM Show and Highlights XM as Standard Feature

WASHINGTON, Oct. 22 /PRNewswire-FirstCall/ -- Music icon Bob Dylan will star in an innovative multi-platform marketing campaign for the 2008 Cadillac Escalade that integrates his critically acclaimed XM Radio show, "Theme Time Radio Hour." The campaign, which begins today, highlights XM as a standard feature in the Escalade through TV, online and print. Coinciding with the campaign's launch, Dylan's critically acclaimed XM show "Theme Time Radio Hour," which offers an eclectic mix of music based around a weekly theme, will include a "Cadillac"-themed episode, premiering October 24.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20071022/NEM052>)

The campaign launches today with a :30 second television spot titled "Detour." An online video vignette as well as a 30-minute sample preview of the "Cadillac" episode of Dylan's XM show are available today at <http://www.xmradio.com/dylan-cadillac>, and starting October 24 at <http://www.mycadillacstory.com/> and <http://www.cadillac.com/>. The campaign's creative features Dylan behind the wheel of a Cadillac driving across a remote desert listening to XM. Print and online advertising will begin running in November.

"This important new Cadillac work brings the in-car XM listening experience to life in a groundbreaking way," said Vernon Irvin, executive vice president and chief marketing officer, XM. "XM's original programming resonates with millions of listeners who subscribe for precisely the kind of compelling, high-quality entertainment Bob Dylan's 'Theme Time Radio Hour' delivers."

Adds Jeff Curry, vice president, automotive marketing, XM, "This integrated campaign creates a connection between Cadillac and consumers with the help of music legend Bob Dylan as he enjoys one of the most popular standard features on Cadillacs today: XM Radio. It is an innovative example of using the power of XM's exclusive programming to reach consumers in non-traditional ways."

"The Escalade campaign with Bob Dylan is the latest example of the tremendous value our long-standing partnership with XM creates for our brand," said Liz Vanzura, Global Marketing Director, Cadillac. "We are pleased to join XM in this exciting campaign that brings together two great American icons - Cadillac and Bob Dylan - to reinforce the unparalleled XM listening experience available as a standard feature in every Cadillac."

Heard exclusively on XM, Bob Dylan's "Theme Time Radio Hour" debuted in May 2006 to both popular and critical acclaim. The Washington Post says the weekly series "reveals an even more expansive Dylan. 'Theme Time' listeners get the full monty of Dylan's satiric tone and slant wit, as he shares his musical tastes." Rolling Stone calls the show "revelatory ... Dylan's song choices are impressively varied;" and The New York Times says that, as host, Dylan "makes observations that often amount to something like what he does musically: he taps America's musical heritage ... "

In addition to "Cadillac," future episodes this season will be dedicated to themes such as "California," "Dreams," "Fruit," "Something," "Nothing," "Streets," "Parties," "Mail," and "the 2nd Annual Countdown Show."

New episodes of "Theme Time Radio Hour" premiere Wednesdays at 10 a.m. ET on XM's "Deep Tracks" channel (XM 40), with additional encores airing all day on the recently launched XMX channel (XM 2), which features XM exclusive music programming. More information on "Theme Time Radio Hour," including detailed broadcast schedules, is available online at <http://www.xmradio.com/bobdylan>.

About XM

XM (NASDAQ: XMSR) is America's number one satellite radio company with more than 8.2 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 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/>.

About Cadillac

Cadillac (<http://www.cadillac.com/>) has been a leading luxury automotive brand since 1902. Cadillac's heritage of dramatic design and technical innovation has undergone a recent renaissance, returning it to the top-tier of luxury brands. Cadillac is a division of General Motors (NYSE: GM). Founded in 1908, GM manufactures its cars and trucks in 33 countries. In 2006, nearly 9.1 million GM cars and trucks were sold globally. More information on GM can be found at <http://www.gm.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 subject to change.

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