



Toyota to Launch First Models Factory-Equipped With XM Satellite Radio

XM Radio & XM NavTraffic to Be Available on New Corolla and Matrix Beginning Next Spring

WASHINGTON, Oct. 31 /PRNewswire-FirstCall/ -- XM Satellite Radio (NASDAQ: XMSR), the nation's leading provider of satellite radio with more than 8.5 million subscribers, announced that the all-new 2009 Toyota Corolla and Matrix will be the first Toyota brand vehicles to offer XM Radio as a factory-equipped feature. The popular models will also offer XM NavTraffic as an option with the available GPS navigation systems, the first Toyota brand vehicles to offer XM NavTraffic.

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

XM Radio will be a standard feature on all model year 2009 Corolla and Matrix that come with the JBL premium audio system. XM NavTraffic, XM's real-time satellite information service for GPS navigation, will also be available as an option on all 2009 Corolla and Matrix vehicles equipped with a navigation system.

"The availability of XM as a factory-installed feature on these two models is an important milestone," said Steve Cook, executive vice president, Automotive, XM Satellite Radio. "The combination of XM Radio and XM NavTraffic will deliver an outstanding entertainment and driver information package for Corolla and Matrix buyers."

"XM provides exceptional entertainment programming and innovative data services. We're pleased to begin delivering these services to our loyal buyers who have come to expect quality and the best in entertainment in their vehicle," said Jon Bucci, corporate manager of advanced technology for Toyota Motor Sales, U.S.A., Inc.

XM is the exclusive factory-installed satellite radio provider for Toyota Motor Sales, U.S.A. The 2009 Corolla and Matrix models are an important part of this agreement marking the first factory-installed availability of XM on a Toyota brand vehicle. XM and XM NavTraffic are already available as factory installed features on the Lexus LS 460 and 600h models, and will be available factory installed on the upcoming 2008 LX 570. Toyota's annual factory production of XM-equipped vehicles is expected to exceed one million by 2010.

Every Toyota and Lexus vehicle equipped with factory-installed XM comes with a three month trial subscription.

About XM NavTraffic

XM NavTraffic feeds data on incidents directly to the vehicle's navigation system, alerting the driver to blockages directly on the navigation screen. The driver can then route around a jam before getting caught in traffic. XM NavTraffic also provides information on traffic flow where available, indicating the average speed of travel along the driver's planned route.

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 and Toyota, is available in more than 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 Toyota Motor Sales, U.S.A., Inc.

Established in 1957, Toyota Motor Sales, U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion in the United States, marketing products and services through a network of more than 1,400 Toyota, Lexus and Scion dealers in 49 states. For more information, please visit <http://www.toyota.com/>, <http://www.lexus.com/> and

<http://www.scion.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 schedules subject to change.

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