



## **XM Adds Dave Nemo Show, Expanded News to Full-Service Trucker Channel**

### **Open Road Channel (XM 168) Delivers Trio of Bill Mack, Dale "The Truckin' Bozo" Sommers and Dave Nemo; Adds NASCAR Updates**

Washington D.C., March 21, 2002 -- XM Satellite Radio, the nation's leading satellite radio service, has added The Dave Nemo Show and expanded news, safety and entertainment programming, including daily NASCAR updates, to Open Road, XM's exclusive, full-service truckers' channel (XM 171).

"We are thrilled to make these exciting additions to our Open Road Channel," said XM's Executive Vice President Steve Gavenas. "Bringing industry veteran Dave Nemo to Open Road completes the trucking broadcast trinity of Bill Mack, Dale "The Truckin' Bozo" Sommers and Dave Nemo.

The Dave Nemo Show, which will air daily from 7am-12pm (EST), includes call-ins from truckers across the country as well as several features of interest to the over the road trucker. Nemo's music mix is a blend of upbeat, edgy country and plenty of trucking songs.

"I am thrilled to join the Open Road channel on XM Satellite Radio," Nemo said. "Truckers spend more time on the road than just about anyone else, so it is critical to keep them informed as well as entertained. XM's superb audio and nationwide coverage is what truckers have dreamed of for years. They deserve the quality that XM provides."

#### **XM Adds Overdrive Trucking News**

Overdrive Trucking News will air a 3-minute, daily program covering breaking national trucking news, including legislative issues, news analysis and human-interest stories. The show is produced by the editors of Overdrive magazine, which is celebrating more than 40 years as the Voice of The American Trucker.

#### **XM Adds RoadStar Radio News**

Newport's RoadStar Radio News will air daily on XM. These 3-minute radio broadcasts focus on the latest industry news and information from Newport Communications, the publishers of RoadStar and Heavy Duty Trucking magazines and the web site [www.truckinginfo.com](http://www.truckinginfo.com). Produced and anchored by award-winning trucking journalist Evan Lockridge, Newport's RoadStar Radio News is directed at the nation's 3 million truckers and another 6 million people who work in the industry.

"Adding these respected trucking news outlets to our Open Road line up is a real coup for us," added Ken Johnson, Executive Producer for Open Road. "XM is the only satellite radio service where you can get both Overdrive Trucking News and RoadStar Radio News on one channel nationwide."

#### **New NASCAR Updates and Expanded Safety Advisories**

Another exciting new feature on Open Road is the addition of NASCAR updates. Open Road will broadcast daily NASCAR updates direct from XM's exclusive NASCAR channel, NASCAR Radio (XM 144). XM will also carry the latest in trucker safety news from Julie Cirillo, Chief Safety Officer of the Federal Motor Carrier Safety Administration, outlining new regulations and policy updates.

#### **XM Broadcasting Live at 2002 Mid-America Trucking Show**

XM will broadcast live from the 2002 Mid-America Trucking Show (MATS) beginning today at The Kentucky Fair and Exposition Center. The Bill Mack Show will air 12 to 4pm (EST) from the XM Booth (#510) and will feature special guest appearances by Dale "The Truckin' Bozo" Sommers, Dave Nemo and Heidi Selexa, on air talent from XM's 80s on 8 channel.

#### **#25 NASCAR Winston Cup Car at Mid America**

The #25 NASCAR Winston Cup car, sponsored by UAW/Delphi and driven by Jerry Nadeau, will be on site at the XM NASCAR tent located directly outside the convention center. XM is the exclusive satellite radio provider of NASCAR and home to

NASCAR Radio. Featuring live broadcasts of the NASCAR Winston Cup Series, NASCAR Busch Series and NASCAR Craftsman Truck Series races, breaking news, in-depth interviews and behind-the-scenes programming, NASCAR Radio is the world's first and only 24-hour radio channel devoted entirely to NASCAR.

#### XM Receives Truck Writers Award

Earlier this month, XM was awarded the 2002 Technical Achievement Award from the Truck Writers of North America (TWNA). Selected by a committee of veteran journalists, the award celebrates the technical excellence of a new product or service that advances the trucking industry. This year breaks ground in the award's 12-year history by honoring a service rather than a traditional piece of hardware.

XM was named "Product of the Year" by Fortune, an "Invention of the Year" by Time and won Popular Science's 2001 "Best of What's New" Grand Award in the electronics category. XM won several awards at the 2001 International Consumer Electronics Show, including "Best of CES" in the automotive category.

XM (Nasdaq: XMSR) is transforming radio, an industry that has seen little technological change since FM, almost 40 years ago. XM's programming lineup features 100 coast-to-coast digital channels: 71 music channels, more than 30 of them commercial-free, from hip hop to opera, classical to country, bluegrass to blues; and 29 channels of sports, talk, children's and entertainment. XM also brings to the car, for the first time on radio, the same diverse selection of 24-hour news sources available in the home on cable and DIRECTV.

XM radios are available at major electronics retailers nationwide including Best Buy, Circuit City, Tweeter, Ultimate Electronics, participating RadioShack Dealers and Franchisees, Crutchfield, Good Guys, CarToys, Audio Express and Sound Advice; and at independent retailers. Leading manufacturers such as Sony, Alpine and Pioneer offer a broad array of XM radios including models that will easily enable any existing car stereo system to receive XM service (the Pioneer Universal Receiver and the Sony Plug-and-Play) and 21 models of new AM/FM/XM systems offering many other great features. XM is available as a factory-installed option in some Peterbilt and Freightliner trucks and through Pana-Pacific. General Motors in November rolled out factory-installed Delphi-Delco XM radios in Cadillac DeVille and Seville models, and will expand to 21 additional GM models this year. XM's strategic investors include America's leading car, radio and satellite TV companies -- General Motors, American Honda Motor Co. Inc., Clear Channel Communications and DIRECTV. For more information, please visit XM's web site: [www.xmradio.com](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 uncertainties associated with demand for the company's service, the company's dependence on third party vendors, its continuing need for additional financing, as well as other risks described in XM Satellite Radio Holdings Inc.'s Form 8-K filed with the Securities and Exchange Commission on 12-6-2001. Copies of the filing are available upon request from XM Radio's Investor Relations Department