



XM to Become Exclusive Satellite Radio Carrier of NHL

NEW YORK, TORONTO and WASHINGTON, June 28 /PRNewswire-FirstCall/ -- The National Hockey League and XM announced today that on July 1, XM becomes the exclusive satellite radio home of the NHL.

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

XM broadcasts more than 1,100 NHL games per season to hockey fans across the U.S. and Canada. XM also offers the first and only 24-hour nationwide hockey radio channel, Home Ice -- featuring news, commentary, interviews and play-by-play analysis from hockey experts such as Phil Esposito, Bill Clement, Denis Potvin and Gary Green.

XM's first day as the exclusive satellite radio home of the NHL falls on the same day as Free Agency Day, the annual start of the free-agency period for NHL players. Home Ice will provide round-the-clock coverage of the latest signings and negotiations.

"We are proud and excited about our exclusive partnership with the NHL," said Eric Logan, Executive Vice President, Programming for XM Satellite Radio. "Being able to provide our fans with full access to games, analysis, and overall coverage truly establishes XM as the premier satellite radio destination for hockey fans."

The 2007-08 NHL season will mark XM's third season of NHL coverage and its first season as the exclusive satellite radio provider of the League. XM and the NHL have a long-term broadcast partnership, through 2015. As the exclusive satellite radio partner of the NHL, XM is officially rebranding the Home Ice channel to NHL Home Ice.

"This is a great opportunity for the NHL to reach hockey fans by using this exciting outlet," said John Collins, Senior Executive Vice President, Business and Media, NHL. "Through this partnership, we can take advantage of XM's extensive network coverage to give fans across North America the ability to follow their favorite team and players."

Through its unparalleled coverage, XM provides hockey fans exclusive access to the action, from the first drop of the puck to the hoisting of the Stanley Cup. XM's year-round carriage of hockey programming includes special events such as the Stanley Cup Playoffs, the NHL All-Star Game and the NHL Awards.

"We are excited with this new partnership, and as the only satellite radio provider to air NHL games, XM will continue to be the premier destination for hockey fans across Canada," said John Bitove, Chairman and CEO of XM Canada. "Not only do we cover the games, but we also deliver up-to-the-second highlights and analysis. No matter where you live, you can catch your favourite team face-off against your rival -- I know I'll never miss a Battle of Alberta or a Leafs-Habs game again!"

About the NHL

The National Hockey League, founded in 1917, is the second-oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 Member Clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters. According to a Simmons Market Research study, NHL fans are younger, more educated, more affluent, and access content through digital means more than any other sport. The NHL entertains more than 100 million fans each season in- arena and through its partners in national television (VERSUS, NBC, TSN, CBC, RDS, RIS, NASN, NHL Network and HDNet) and radio (Westwood One and XM Radio). Through the NHL Foundation, the League's charitable arm, the NHL raises money and awareness for Hockey Fights Cancer, Hockey's All-Star Kids and NHL Diversity, and supports the charitable efforts of all NHL players. For more information on the NHL, log on to NHL.com.

About XM

XM (NASDAQ: XMSR) is America's number one satellite radio company with more than 8 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 Canadian Satellite Radio Holdings Inc.

Canadian Satellite Radio Holdings Inc. (TSX: XSR) operates as XM Canada™ through its subsidiary, Canadian Satellite Radio Inc. XM is Canada's premium digital audio entertainment and information company with the best satellite coverage in the country and offering a unique lineup of premier Canadian and international content.

With 120 channels, XM Canada offers listeners the most channels of unique and exclusive programming including the most NHL® games, PGA TOUR™ and Major League Baseball™ coverage, the deepest play list, and news, talk, sports, entertainment and children's programming. XM will become the exclusive provider of NHL games on satellite radio starting with the 2007-08 season. Acura, Buick, Cadillac, Chevrolet, General Motors, GMC, Harley Davidson, Honda, Hummer, Hyundai, Infiniti, Lexus, Nissan, Pontiac, Toyota, Saab, Saturn, Suzuki and Subaru will offer XM radios in more than 115 different models of vehicles for model year 2007.

XM has an exclusive Canadian license from U.S.-based XM Satellite Radio Inc., the leading satellite radio provider in the U.S. with more than 8 million subscribers. XM is offered on TELUS Mobile Radio™ and on Rogers Communications wireless, cable and Internet platforms. XM Canada is the exclusive music channel provider on Air Canada's flights and pre-installed radios are available in select Avis Budget Group rental vehicles. A live stream of selected XM Canada channels is available via a three-day complimentary trial of XM Radio Online at <http://listen.xmradio.ca/>. To subscribe to XM Canada online or for more information about XM Canada's programming lineup and radio choice, visit <http://www.xmradio.ca/>.

To find out more about Canadian Satellite Radio Inc. (TSX: XSR), visit our website at <http://www.cdnsatrad.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 3-7-07. Copies of the filing are available upon request from XM Radio's Investor Relations Department. Programming is subject to change.

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