



Barry Switzer Joins XM Satellite Radio

WASHINGTON, Aug. 13 /PRNewswire-FirstCall/ -- Barry Switzer will join XM Satellite Radio as a football analyst this fall, providing expert analysis and no-holds-barred commentary on the sports talk radio channel XM Sports Nation (XM Channel 144).

(Photo: <http://www.newscom.com/cgi-bin/prnh/20070813/NEM013A>)

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

During his 16 years as football coach at the University of Oklahoma, Switzer led the Sooners to three national championships, and he posted the fourth-best winning percentage (.837) in college football history. In the NFL he coached the Dallas Cowboys to victory in Super Bowl XXX, retiring in 1997 with a 45-26 career NFL coaching record

A member of the College Football Hall of Fame, Switzer is now the newest member of XM Radio's on-air team. Starting August 20, he will appear live on the show "XM Sports Nation This Morning" with host T.J. Rives every Monday and Friday from 6:30 a.m. to 8:00 am ET. Switzer will join Rives in sizing up the week's biggest match-ups in college and professional football, and they will take phone calls from XM listeners across the United States.

"I'm really looking forward to being on XM," Switzer said. "It's amazing to me how you can tune into college football games from all over the country, and people can call into XM to put in their two cents, wherever they live. It's a great thing for diehard fans like me, and I think we're going to have a lot of fun."

Switzer joins XM as it prepares to offer its largest package of college football games ever. XM is now the official satellite radio network for all six "power" conferences in college football -- the ACC, Big East, Big Ten, Big 12, Pac-10, and SEC. This will be the first season that XM will carry Big 12 and SEC games. XM also recently signed an agreement with FOX Sports to be the exclusive satellite radio network for the Bowl Championship Series (BCS) National Championship Game and other BCS games.

"Coach Switzer is one of the most successful football coaches of all time, and it's an honor to have him on the XM team," said Eric Logan, XM executive vice president of programming. "XM is the home for college football, and Coach Switzer brings an extraordinary perspective of the game, drawn from a phenomenal career. As an Oklahoma native, I couldn't be happier that he's on XM. We now have the six power conferences on XM, plus the BCS, so having Coach Switzer on the air, talking to XM listeners every week, is another powerful addition to our sports line-up."

XM is the nation's leading satellite radio company with more than 8.2 million subscribers. People listen to XM on satellite radios for the car, home, office, and portable use.

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, Toyota and Ferrari 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. Programming is subject to change.

Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20070813/NEM013A>
<http://www.newscom.com/cgi-bin/prnh/20070313/XMLOGO>
AP Archive: <http://photoarchive.ap.org/>
PRN Photo Desk, photodesk@prnewswire.com

SOURCE: XM Satellite Radio

CONTACT: Media, David Butler of XM Satellite Radio, +1-202-380-4317,
david.butler@xmradio.com

Web site: <http://www.xmradio.com/>