



xmradio.com Recognized As 'Best Radio Website' by Web Marketing Association

WASHINGTON, Sept. 18 /PRNewswire-FirstCall/ -- XM Satellite Radio (NASDAQ: XMSR), the nation's leading satellite radio service with more than 8.2 million subscribers, today announced that xmradio.com was recognized as "Best Radio Website" in the 2007 WebAwards from the Web Marketing Association, the premier organization for Internet marketing and development.

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

The XM site was designed and built by Avenue A - Razorfish, an interactive agency, and the XM Online Marketing team who managed the design and development of the redesign of xmradio.com.

The competition was judged by a team of independent internet professionals representing a variety of relevant disciplines of website development that described xmradio.com as an "Outstanding site." The judges also described the site as having a "very intuitive interface, great logically structured content and a clean design."

"This WebAward recognition demonstrates xmradio.com is an engaging online destination for our millions of fans. It's also a great site for prospective XM customers to see and hear what's going on at xmradio.com," said Vernon Irvin, Executive Vice President and Chief Marketing Officer, XM Satellite Radio. "Redesigned in late 2006, the enhanced xmradio.com has proven to be a popular, consumer-friendly environment for anyone interested in learning more about XM entertainment and services."

"We worked with XM Radio to create an effective, easy to use web site that caters to the needs of their current and prospective subscribers," said Bob Lord, president, Avenue A - Razorfish, East region. "It is gratifying to see our objectives have been met by the Web Marketing Association's recognition of the site, as they help set the standard for web development."

Now in its 11th year, the WebAwards are judged by members of the media, advertising executives, site designers, corporate marketing executives, content providers and webmasters. Entries were judged on design, innovation, content, interactivity, navigation, ease of use and use of technology.

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 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 Avenue A - Razorfish™

Avenue A - Razorfish is one of the largest interactive marketing and technology services agencies in the world. The company helps industry leaders such as Starwood Hotels, Kraft, Ford Motor Company and Carnival Cruise Lines use digital channels to acquire and service customers. Avenue A - Razorfish's full suite of digital offerings includes online advertising, Web site design and development, email and search engine marketing, emerging media strategies, and enterprise portal development. Its award-winning client teams have a great understanding of customer needs and provide solutions through distinct business disciplines, which include: analytics, strategy, technology, media, creative design and user experience. Avenue A - Razorfish has offices in markets across the United States, and global operations in Australia, China, France, Germany, Japan and the United Kingdom. Visit <http://www.avenuea-razorfish.com/> for more information.

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.

Legal Disclaimer: The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

Photo: NewsCom: <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: Marie Farrar of XM, +1-202-380-4151, marie.farrar@xmradio.com

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

<http://www.avenuea-razorfish.com/>