



XM Boosts Washington Tourism By Airing PSA's Featuring Cast of Hit Show "The West Wing"

Announcements to Air on XM Channels Through March

Washington D.C., March 06, 2002 -- XM Satellite Radio (Nasdaq: XMSR), America's leading satellite radio service, will air a series of public service audio announcements to help promote tourism to the District featuring the cast of the hit television series "The West Wing."

The spots, produced by the Washington, DC Convention and Tourism Corporation, feature Martin Sheen, other "West Wing" stars and Mayor Anthony Williams and invite listeners to "Come. Be Inspired" in the nation's capital, a place that "makes history." The PSAs will run on most of XM's 29 news, talk and information channels throughout March, building to the Cherry Blossom Festival beginning March 27 and the city's heaviest tourist season.

"XM is a corporate citizen of the nation's capital and proud to help D.C. rekindle tourism in the wake of September 11," said XM President and CEO Hugh Panero.

"We are grateful to XM for supporting its hometown and for inviting XM listeners coast-to-coast to come visit Washington, DC. Now, more than ever, corporations are realizing the importance of tourism to the economy and commitments from leaders like Hugh Panero are to be commended," said William A. Hanbury, president & CEO of the Washington, DC Convention and Tourism Corporation.

Sheen says in several spots:

. . . The houses are old and beautiful, and residents don't part with them easily, but there's one house between 1590 and 1610 Pennsylvania Avenue that has changed hands 43 times. Come see Washington DC in a whole new light. Come, be inspired.

XM (Nasdaq: XMSR) is based at 1500 Eckington Place NE, where it broadcasts from its 82-studio complex, the largest broadcast facility in the country. XM 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 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 CES, including "Best of CES" in the automotive category.

XM radios are available at major electronics retailers including Best Buy, Circuit City, Tweeter, Myer-Emco, 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 over 20 models of new AM/FM/XM systems offering many other great features. 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.

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.