



College Football Kicks Off on XM Satellite Radio with the ACC, Big East, Big Ten, Big 12, Pac-10, and SEC

XM Is Now the Official Satellite Radio Network for All Six BCS Conferences; College Football Fans Can Hear Games from Coast to Coast

WASHINGTON, Aug. 21 /PRNewswire-FirstCall/ -- XM Satellite Radio is launching its biggest package of college football ever with games for the six power conferences -- ACC, Big East, Big Ten, Big 12, Pac-10, and SEC -- starting August 30.

The SEC and Big 12 are joining the XM college football schedule for the first time, making XM the official satellite radio network for all six Bowl Championship Series (BCS) conferences. XM is also the official satellite radio network of the BCS National Championship Game and other BCS bowl games under an agreement with FOX Sports.

XM is dedicating 15 radio channels to live play-by-play coverage of college football games for listeners across the continental United States. A channel guide is available online at <http://www.xmradio.com/collegesports>.

"XM is your college sports connection, wherever you are," said Eric Logan, XM's executive vice president of programming. "If you're a Texas fan, you can tune into your favorite team on XM, whether you're in Austin or you're two thousand miles away in Seattle. You can be a Wisconsin fan vacationing in Florida, a Virginia Tech alum who lives in Phoenix, or a Cal fan headed to New England, and you can hear your teams on XM. This year, we've got the most college football games, the most teams, and the most conferences we've ever had."

In addition to the games on XM, the sports talk radio channel XM Sports Nation (XM Channel 144) will broadcast gameday reports each week from the host city of a major game. XM Sports Nation will be in Starkville, Miss., on August 29 and 30 for the first SEC game of 2007 as LSU takes on Mississippi State. The broadcast team will air gameday news and analysis, on-site interviews, and call-in shows from the MSU campus to listeners nationwide. Fans can hear the Mississippi State game feed on SEC channel 199 and the LSU feed on SEC channel 200 on August 30, starting with the pre-game shows at 6:00 pm ET.

XM Sports Nation has also expanded its on-air team of football analysts, led by Barry Switzer, the former coach of the Oklahoma Sooners and Dallas Cowboys. Switzer now appears live on the show "XM Sports Nation This Morning" on Mondays and Fridays to talk football with host T.J. Rives.

"When you consider that XM has games for the six power conferences and the BCS, and you look at the expanded coverage on the XM Sports Nation channel, it's clear that XM is now the ultimate home for college football," said XM's Logan.

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 Ferrari, 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/>.

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.

SOURCE: XM Satellite Radio

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