



## Hyundai Continues Rollout of XM Radio as Standard Feature on Nearly All New 2008 Models

### XM Radio to Be Factory-Installed Feature on 2008 Hyundai Tiburon, Accent and Tucson

LAS VEGAS, Oct. 31 /PRNewswire-FirstCall/ -- XM (NASDAQ: XMSR), the nation's leading provider of satellite radio with more than 8.5 million subscribers, today announced the additional expansion of XM Radio as a factory-installed, standard feature across the Hyundai lineup.

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

In the 2008 model year, Hyundai will continue its XM rollout with the addition of the Tiburon, Accent and Tucson vehicles. Additionally, XM will also be a factory-installed standard feature on the 2009 Elantra Touring, a concept revealed today at the 2007 SEMA Show.

Hyundai's rollout of XM Radio as a standard feature in all audio systems of its U.S. vehicles began in the 2007 model year. XM Radio is already a standard, factory-installed feature on the Azera, Elantra, Santa Fe, Sonata and Veracruz.

"With the addition of the Accent, Tiburon and Tucson, approximately 95 percent of all new Hyundai vehicles will now come equipped with standard XM Satellite Radio," said Steve Cook, executive vice president, Automotive for XM. "Hyundai has manufactured more than 290,000 vehicles with standard XM, a number that will rise in 2008 as these additional models hit dealer lots."

"We're proud to lead all popular automotive brands in the standard application of high-demand, high-technology features -- from safety features like electronic stability control and side curtain airbags, to entertainment features such as XM Satellite Radio," said John Krafcik, Hyundai Motor America's vice-president of product development and strategic planning. "In 2008, all Hyundai car and crossover buyers will enjoy standard XM Satellite Radio."

Every Hyundai model equipped with factory-installed XM Radio comes with a three-month trial subscription.

#### About XM

XM is America's number one satellite radio company with more than 8.5 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, Ferrari, 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. Programming schedules subject to change.

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