



Alpine Expands XM Radio Products at Retail

New Universal Controller Device, Coupled with Tuner, Enables Any Existing Car Stereo to Receive XM

Washington D.C., March 11, 2002 -- Alpine XM universal controllers have arrived at retail stores across the country. The device enables any existing car head unit to receive XM Satellite Radio's 100 coast-to-coast digital channels when coupled with an Alpine XM tuner.

The CRA-1667RF XM Radio/Changer Controller by Alpine Electronics of America, Inc., the industry-leading manufacturer of high-performance mobile electronics, allows the XM listener to change channels and to access information including the song title, artist and channel name. Alpine has built into the units a host of easy-to-use features such as a spin dial, a backlit display that shows both the channel number and name, an FM modulator that can connect to any stereo and outputs that directly connect to any stereo with an auxiliary input. The controller, which is about the size of a jumbo pack of chewing gum, can be installed anywhere in the driver's area and retails for approximately \$80.

"The Alpine CRA-1667RF Controller makes a compelling addition to XM's radio lineup," said Robert Acker, XM's Vice President of Product Marketing and Strategy. "Alpine's legions of loyal electronics consumers now have another exciting and affordable way to get XM Satellite Radio."

"Many people are happy with the sound in their cars, but don't have the latest technologies like XM's satellite radio service," said Stephen Witt, Alpine's vice president of Brand Marketing. "Alpine has a long history of leadership in optimizing new technologies for the mobile environment and this controller brings tremendous value to the consumer by allowing them to add XM Radio, MP3 playback and DVD without having to replace their entire system."

Alpine's CRA-1667RF XM Radio/Changer Controller allows consumers to seamlessly integrate XM Satellite Radio capabilities and a CD/MP3 changer or CD/DVD changer with almost any existing OEM or aftermarket system. Alpine also offers seven head units and an in-dash A/V Mobile Multimedia Station, that are all XM-Ready.

Consumers who purchase the CRA-1667RF for XM access will also need an Alpine TUA-T020XM tuner module, which costs approximately \$280, and an antenna, which begins at around \$49. The controllers and tuner modules are available at all Alpine Authorized Independent Specialist retailers and Circuit City, Tweeter, Good Guys, and Ultimate Electronics.

XM (Nasdaq: XMSR) 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. 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.

About Alpine Electronics

Alpine Electronics specializes in an integrated platform concept for mobile multimedia with premium components for digital audio/video media playback, digital broadcast reception, security and satellite linked navigation. With research and development facilities in Asia, Europe and the U.S., Alpine is the global leader for in-vehicle navigation systems in Japan, North America and Europe for both after-market and OEM factory installations. Alpine Electronics is a consolidated subsidiary of Alps Electric Co., Ltd., one of the world's premier manufacturers of electronic components for computer, communications and car electronics equipment. Alpine is the Alps Group's specialized supplier of high quality mobile electronics systems. Visit Alpine at www.alpine.com to learn more about mobile multimedia excellence or www.alpine1.com to find the closest dealer.

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.