



## **XM CONNECTS HIP-HOP AND R&B MUSIC FANS WITH SCREAMFEST '07 THROUGH TOUR SPONSORSHIP, MOBILE-BASED MARKETING CAMPAIGN AND EXCLUSIVE PROGRAMMING**

### **T.I., Ciara, Yung Joc, T-Pain and Lloyd To Be Featured on XM with SCREAMFEST Original Countdown Shows, Backstage Interviews and More**

Washington, D.C., August 3, 2007 – XM, the nation's leading satellite radio service, will connect R&B and hip-hop music fans with the latest SCREAM TOUR concert series, SCREAMFEST '07, through a multi-platform program featuring tour sponsorship, a unique text messaging-focused marketing campaign and exclusive SCREAMFEST '07 programming. One of this summer's hottest concert tickets, SCREAMFEST '07 features multi-platinum selling artists T.I. and Ciara, along with Yung Joc, T-Pain and Lloyd. The 21-concert date tour kicks off in New Orleans today, Friday, August 3.

XM, a primary sponsor of SCREAMFEST '07, is launching an integrated mobile marketing campaign that provides fans with opportunities to connect with XM and SCREAMFEST '07 through multiple text messaging-based programs. Through September 2, the final date on the SCREAMFEST '07 tour, music fans can text the word "FREE" to GOTXM (46896) to receive a free 14-day trial of XM Radio Online (XMRO), XM's Internet streaming service. Fans can also text "SCREAM" to 46896 to get updated tour date information, or "XM" to get more information about the XM Radio Mobile service for cell phones. More information on XM's SCREAMFEST '07 promotion and the XM Radio Mobile service program is available at <http://www.xmradio.com/mobile>.

"Through our sponsorship of SCREAMFEST '07, XM will connect urban music fans with their favorite artists through dedicated SCREAMFEST programming, exclusive performance broadcasts, backstage interviews and the text messaging promotion," said Vernon Irvin, Executive Vice President and Chief Marketing Officer, XM.

To support the SCREAMFEST sponsorship, XM has also turned its hip-hop hits channel, "The Heat" (XM 68), into "SCREAM STAR RADIO" for the tour's duration, providing music fans with exclusive coverage throughout the tour, including dedicated mixtape shows, tour reports, exclusive artist countdown shows and performance broadcasts. With XM Radio Mobile, AT&T Wireless customers can also use their mobile phone to listen to SCREAM STAR RADIO on XM's "The Heat."

Beginning today, August 3, every Friday at 9 p.m. ET, XM 68 will broadcast hour-long "SCREAM-MIXES," featuring hits from SCREAMFEST '07 artists, hosted and mixed by XM's DJ Nabs. In addition, XM will air exclusive countdown shows hosted by T.I., Ciara and Lloyd during the month of August. XM will also feature regular on-the-road, backstage reports from every stop during the tour. More information on XM's exclusive SCREAMFEST '07 programming is available at <http://www.xmradio.com>.

Over the past 7 years, the SCREAM TOUR has become synonymous with showcasing the best that the R&B and Rap world has to offer to thousands of screaming youth. Year after year, the SCREAM TOUR series continues to bring bigger stars, bigger productions and bigger crowds together in cities across the country. SCREAMFEST '07 is produced and marketed by Michael Mauldin and Mauldin Brand Agency for SCREAM Star Entertainment. A joint venture between Mauldin and the Warner Music Group/Atlantic Records, SCREAM Star Entertainment is a multi-dimensional, artist development, entertainment brand driven by content and focused on the youth ages 13-25.

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#### About XM

XM (NASDAQ: XMSR) is America's number one satellite radio company with more than 8.25 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 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.

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