



XM RADIO'S STAR STUDED PROGRAMMING STAFF GROWS

XM Radio's Star Studded programming staff grows

National, December 07, 2000 -- XM Satellite Radio's (Nasdaq: XMSR) third round of hires brings three new production directors: Tripp Fennell, Jordan "TAZ" Lerman and David Zeimer; two additional music directors: Bradley Jay and Buddy Ladd and seven more program directors: Bobby Bennett, Bruce Kelly, Bob Mackowycz, Maxx Myrick, Jessie Scott, Joey Swanson aka Mojo and Marlin Taylor.

Beginning next summer, XM will offer up to 100 channels of digital quality sound from coast to coast. By hiring the radio industry's best talent to program its channels, XM is rapidly making satellite radio a reality. To bring the country this new radio service, XM is assembling a programming team whose members personify and demonstrate XM's revolutionary style.

"Our latest round of programming hires further illustrates XM's commitment to creating Amazing Radio. With 82-all digital studios to create and produce the XM sound and a stellar team taking shape, this is the place to be," said XM's Chief Programming Officer Lee Abrams.

Tripp Fennell joins XM as a production director. He was most recently the creative services director at Orlando's WSHE and was an on-air personality for the Extreme Talk/Modern Rock/Hell Raising Real Radio 104.1 WTKS also in Orlando.

Jordan "TAZ" Lerman joins XM as a production director with a personality all his own and a radio philosophy to prove it. He comes to XM from WNFZ/Knoxville, TN where he was the afternoon drive personality and imaging director. Prior to that he was producer for Lou Brutus and XM's Eddie Webb at Chicago's WCRX, one of the city's underground music stations.

David Zeimer is one of XM's production directors. For the past nine years, he has worked at Washington DC's WHFS as a producer, assistant creative services director and ultimately as director of production for the commercial and continuity departments.

Bradley Jay is a music director for XM's dance music. Jay is known for his work as an on-air personality at one of America's leading rock stations, WBCN/Boston, MA, where he hosted the station's dance show. He was also the recipient of Billboard's Major Market Personality Award in 1996.

Buddy Ladd is a music director for XM's american standards music. For the past 15 years, Ladd was Jonathan Schwartz's musical consultant and for the past two years was the associate producer of WNYC's "Saturday Show with Jonathan Schwartz, "Sunday Show with Jonathan Schwartz" and "Sinatra Evenings." Ladd also was also an on-air personality at WQEW/New York.

Bobby Bennett joins XM as a program director for XM's soul music. Bennett brings nearly 30 years of experience in radio, programming, promotions and marketing including years at the legendary WOL/Washington. He was most recently a host on WPFW/Washington. He is also the co-author of "The Ultimate Soul Music Trivia Book."

Bruce Kelly joins XM as a program director for XM's contemporary music. Kelly was voted Billboard Magazine's Air Personality of the Year three times and has hosted morning shows in some of America's top markets including, most recently Washington DC's WJMO Jammin' Oldies and KKFR&KZZP both in Phoenix. Kelly is also an announcer for the Washington Redskins.

Bob Mackowycz will program XM's USA TODAY channel. For the past 25 years he has been one of Canada's leading radio broadcasters, working in rock, sports, talk, country and adult contemporary. The award winning program director has won multiple awards including Canada's Program Director of the Year and the Canadian Association of Broadcaster's Gold Ribbon for Best Program of the Year. An accomplished writer, he co-authored the book "Dream Tower: The Legacy of Rochdale College," which became a Gemini Award (Canadian equivalent to an Emmy) nominated documentary.

Maxx Myrick is a program director for XM's jazz music. Myrick was voted #5 on 1999's Best Programmers in America list by Radio Ink Magazine and has also received every major programming award, including awards from Billboard, Gavin, BRE, Impact, Urban Network and the National Black Programmers Coalition. He was most recently awarded the Midwest Radio & Music Association's Radio Icon Award.

Jessie Scott is a program director for XM's country music, which will be dedicated to upcoming and emerging acts. The 30-year radio veteran is the former editor of Gavin. For four years, she worked with Howard Stern at WNBC/New York and has also worked at WHN/New York.

Joey Swanson aka Mojo will program XM's dance music. He is the former host of Chicago's Q101 dance music show. In 1999, the Windy City native created an underground radio show for Q101 called Sonic Boom, which featured six resident mix DJ's, each with a different style.

Marlin Taylor will program XM's big band swing music. He was the president and founder of Bonneville International Corporation where he worked for nearly 20 years programming and consulting radio stations.

About XM Satellite Radio

XM is developing a new radio service. XM's programming philosophy is to offer an innovative mix of music, talk, news, sports, comedy and children's formats. The XM sound will combine leading brand-name channels with distinctive formats produced in XM Radio's fully digital state-of-the-art studios by the country's leading artists, producers and radio format designers. To complement its original programming, XM has signed programming agreements with a number of premier content providers, including USA TODAY, NASCAR, Sesame Workshop, the Country Music Hall of Fame, the BBC World Service, Black Entertainment Television, Hispanic Broadcasting Corporation, Bloomberg, C-SPAN Radio, CNNfn, CNN/Sports Illustrated and many others. XM's programming will be uplinked to XM's powerful satellites and transmitted directly to vehicle, home and portable radios across the country. Its first satellite is scheduled to launch on January 8, 2001. XM-Ready radios will be manufactured by such as Best Buy and Circuit City. XM's consumer service is slated to begin during the second quarter of 2001 for a monthly subscription fee of \$9.95. First there was there was AM, then FM and soon...XM Satellite Radio. For more information, please visit XM's web site at 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 the launch of the company's satellites, 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 S-3 filed with the Securities and Exchange Commission on 10-25-2000. Copies of the filing are available upon request from XM Radio's Investor Relations Department.