



## **XM SATELLITE RADIO POWERS UP PROGRAMMING**

### **First Wave of XM Programmers Announced**

National, July 31, 2000 -- XM Satellite Radio Inc. (Nasdaq: XMSR) has added 15 new members to its programming team that will bring the nation a revolutionary new band of digital-quality satellite radio. This first wave of XM programmers, announced today by Lee Abrams, XM's Chief Programming Officer, includes Director of Talk Kevin Straley, Director of News Irina Lallemand and Director of Channel Production Dan Turner. XM has also hired the following Program Directors for music channels; Kenny Curtis, Kurt Gilchrist, Rick Lambert, Blake Lawrence, Charlie Logan, Mark Parenteau, Redbeard and Eddie Webb, as well as Music Directors Ward Cleaver, Josh Cunningham and Sari Zalesin. Matt Wolfe joins XM as one of its Production Directors. XM is attracting the most knowledgeable and talented women and men from across the country to create and package up to 100 unique, national channels of digital-quality music, news, sports, talk, comedy and children's programming. The programming team is based in XM's Washington, DC, headquarters and programming center. The facility features 82 interconnected end-to-end fiber-optic all-digital studios and will be the largest facility of its kind. XM's channels will be uplinked to XM's powerful satellites and transmitted directly to new vehicle, home and portable radios across the country. XM will be available coast-to-coast for \$9.95 beginning in second quarter 2001. "We are bringing on board creative programmers, producers and air talent who will power the XM revolution," said Mr. Abrams. "We are gathering the most passionate and visionary professionals we can find to re-think, re-invent and create the XM sound. And this is just the beginning," he added.

#### **THE FIRST WAVE**

Ward Cleaver will be the music director for XM's hard rock channel. He comes to XM from WZTA-FM in Miami Beach, FL, where he was an evening on-air personality on ZETA's "Red Eye Lounge." Josh Cunningham will be the music director of XM's 90s channel. He is a former on-air personality at WNCI-FM/Columbus, OH. Barely out of his teens, Josh is known for his encyclopedic knowledge of 90's music.

Kenny Curtis will program one of XM's children's channels. He brings almost 10 years of experience creating radio shows for families and children. Previously, Mr. Curtis was the host and producer of a children's show on WBFF-TV/Baltimore, MD, and a morning drive-time jock on WBIG-FM/Washington, DC, among other metro-Washington, DC, radio stations.

Kurt Gilchrist, who will program XM's 70s channel, has served as director of programming, for radio stations Capstar's Beaumont, TX, family of stations, KIOC/ KKMV/KLVI, and KYKR/Beaumont, TX, and KHMV-FM/Houston, TX.

Irina Lallemand joins XM as a Director of News Programming. She comes to XM from one of the country's leading all-news radio stations, New York City's WCBS-AM Newsradio 88, where she was a News Director.

Rick Lambert will program XM's classic alternative rock channel. He was Director of Programming for ONRADIO.COM in Los Angeles, CA. Prior to that, he spent seven years as Program Director for Seattle, WA's KNDD-FM, "The End," the first and only alternative station to achieve #1 ratings status.

Blake Lawrence will oversee two of XM's dance channels. He served as a program director at KKSF/San Francisco, CA and is a former editor at Gavin Magazine, a commercial radio industry publication.

Charlie Logan will program one of XM's rock channels. He was an on-air personality at WFYV-FM (Rock 105) in Jacksonville, FL, and the web master for Cox Broadcasting's six station Jacksonville cluster. He also worked at WLUP-FM/Chicago, IL, and has been named Music Director of the Year three times by Billboard magazine.

Mark Parenteau will head up XM's comedy programming. He comes to XM from New York City's WAXQ-FM "Q104" classic rock, where he was the afternoon drive talent for two years. A well-known Boston personality and comedy club owner, Mr. Parenteau was the voice of afternoon drive for WBCN-FM/Boston, MA, "The Rock of Boston" for nearly 20 years.

"Redbeard" the renowned Dallas, TX, radio personality, producer, celebrity interviewer, will program one of XM's classic rock channels. He is the creator, producer, writer and host for the nationally syndicated weekly documentary In the Studio. Redbeard is featured in The Rock 'n' Roll Hall of Fame in Cleveland, OH.

Kevin Straley will be XM's Director of Talk Programming. As Program Director, he was the powerhouse who fueled Boston's WRKO, widely known as one of America's most cutting-edge talk stations.

Dan Turner has been named Director of Channel Production. He is responsible for production across all of XM's channels. Mr. Turner is the former Senior Director for Programming Operations at WorldSpace Corporation. His extensive radio operations background includes Eastern Operations Manager and Program Director for Children's Broadcasting Corporation in New York City and Operations Manager for Capital Kids Radio Company/The Radio Zone in the Washington, DC area.

Eddie Webb, a well-known Chicago radio personality, will program XM's hard rock channel. He joins XM after dominating the afternoon drive-time on-air at rock stations WLUP-FM and previously, WRCX-FM. He was the leading on-air rock personality in Chicago.

Matt Wolfe joins XM as a Production Director. He was the national Production Director for Austin, TX, based GulfStar, guiding the sound of more than 50 stations.

Sari Zalesin, a classically trained pianist, will be the Music Director and voice on one of XM's classical channels. She was on-air talent for ABC's WXCD-FM in Chicago, IL. Previously, she was also an on-air personality at KXPS-FM/Dallas, TX.

#### About XM Satellite Radio

XM Satellite Radio is developing a new band of radio. It will create and package up to 100 national channels of digital-quality music, news, sports, talk and children's programming. The service 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 in mid-November 2000. XM-Ready radios will be manufactured by such household names as Sony, Alpine, Pioneer Electronics Corporation and sold by automotive and retail outlets such as Best Buy and Circuit City. XM's consumer service is slated to begin during the first half of 2001 for a monthly subscription fee of \$9.95. First there was AM, then FM and soon. . . XM Satellite Radio. For more information, please visit XM's website: [www.xmradio.com](http://www.xmradio.com).

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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 our satellites, our dependence on third party vendors, our 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 2/25/00. Copies of the filing are available upon request from XM Radio's Investor Relations Department.