WASHINGTON, and BRASELTON, Ga., March 12 /PRNewswire/ -- XM Satellite Radio, the nation's leading satellite radio company, announced that the American Le Mans Series (ALMS) will join XM's motorsports coverage lineup, beginning March 15.

XM is now a broadcast partner and the official satellite radio network for the Series. This year marks the first time that every event on the ALMS schedule will be broadcast on XM.

On March 15, motorsports fans can tune in to XM 166 to hear the first American Le Mans Series race of the season, the 56th Annual Mobil 1 Twelve Hours of Sebring presented by "Fresh from Florida," from Sebring International Raceway in Sebring, Fla. The race will run from 10 a.m. until noon, and then again from 9 p.m. until the finish. Additional races will be heard on XM Sports Nation (XM 144) and XM 166 during the season. A channel guide for the Series' coverage is available online at http://www.xmradio.com/alms.

In addition to American Le Mans Series race coverage, XM and the series will work cooperatively on a broad marketing program to reach auto enthusiasts who are the Series' core fans. XM automotive partners Acura, Chevrolet, Ferrari and Porsche are participants in American Le Mans Series racing.

"XM is excited to bring racing fans full American LeMans Series season coverage for the first time. XM is dedicated to providing racing fans and auto enthusiasts with access to the fast-growing and exciting form of racing that the Series delivers," said Kevin Straley, senior vice president of news, sports, and talk programming, XM Satellite Radio.

"We are certainly pleased to welcome XM Satellite Radio as an American Le Mans Series media partner. With our
fans's active lifestyles, XM is a great new opportunity for them to follow the Series live from event to event. We are also looking forward to the marketing partnership that XM brings to the Series with the many manufacturer relationships we already have in common," said American Le Mans Series CEO and President, Scott Atherton.

In addition to American Le Mans Series coverage, XM's motorsport coverage includes the IndyCar Series season, the "Andretti-Green Racing Hour," "Dale Jr.’s Unrestricted," "Michael Waltrip Out Loud," shows from premiere motorsports broadcasters like Claire B. Lang's "Dialed In" and Joe Castello's "Power Shift." XM Sports Nation also offers the popular Performance Racing Network (PRN) show "Fast Talk" and "Alltel Pit Reporters."


XM is the sports leader in satellite radio with more than 5,000 live sporting events in 2008. XM delivers live coverage of IndyCar Series Racing, Major League Baseball, NBA games on ESPN Radio, college sports from the six power conferences, National Hockey League and PGA TOUR. XM also delivers the most sports talk radio on the 24-hour channels XM Sports Nation, MLB Home Plate, NHL Home Ice, ESPN Radio, ESPN Xtra and Fox Sports Radio.

About XM

XM is America’s number one satellite radio company with more than 9 million subscribers. Broadcasting live daily from studios in Washington, DC, New York City, Chicago, Nashville, Toronto and Montreal, XM's 2008 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 2008. XM's industry-leading products are available at consumer electronics retailers nationwide. XM programming is also available through XM Radio Online, as downloads of original XM shows via podcasts from XM's Web site or the Apple's iTunes Store, and as streams of commercial-free XM music channels to AT&T and Alltel wireless customers through XM Radio Mobile. For more information about XM hardware, programming and partnerships, please visit http://www.xmradio.com/.

The American Le Mans Series

The American Le Mans Series is the premium brand of motorsport in North America, featuring high-tech, relevant sports cars from the most prestigious automobile manufacturers in the world. Its unique four classes of
competition showcase exotic, open-top prototypes and sophisticated production-based GT cars, all competing on
the track at the same time. The American Le Mans Series competes at the premier road racing tracks across North
America and at selected temporary street circuits in major urban markets. With a 2007 television package that
includes five network broadcasts on CBS and NBC as seven telecasts on SPEED, plus live broadcasts across Europe,
the Series delivers a global marketing platform that is unmatched in motorsports. The Series, founded in 1999 by
Georgia entrepreneur Don Panoz, represents a mirror image to the prestigious 24 Hours of Le Mans, the world’s
most famous and authentic automobile race. The American Le Mans Series features elite marques such as Acura,
Aston Martin, Audi, Porsche, Corvette, Ferrari and Panoz, and premium brands such as Michelin, Yokohama,
Kumho, Lowe's, EPIC, Shell, DHL, Hyatt Hotels and many others.

The American Le Mans Series is the only motorsports body in the world that features multiple street-legal
alternative energy sources -- clean diesel, and E10 and E85 cellulosic ethanols. Through partnerships with diesel fuel
supplier Shell, VP Racing Fuels and EPIC (Ethanol Promotion and Information Council), the American Le Mans Series
has taken the leadership role in motorsports for the furthering of alternative fuel technology and use. It also
illustrates deeper the Series' relevance to its list of prestigious manufacturers and affluent consumer base.

SOURCE: XM

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