Baseball 'Call Stars' Derek Jeter, David Ortiz, and Cal Ripken, Jr. are on the Phone from XM

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VIRAL MARKETING CAMPAIGN INVITES BASEBALL FANS TO SEND PERSONALIZED VOICE MESSAGES FROM BASEBALL GREATS TO FRIENDS

WASHINGTON, April 9 /PRNewswire-FirstCall/ -- XM, the official satellite radio network of Major League Baseball, is offering baseball fans the opportunity to send personalized voice messages from baseball greats Derek Jeter, David Ortiz and Cal Ripken, Jr. to their friends and family.

(PHoto: http://www.newscom.com/cgi-bin/prnh/20070409/DCM003)

(Logo: http://www.newscom.com/cgi-bin/prnh/20070313/XMLOGO)

The marketing campaign "Call Stars" is geared to enhance baseball fans' awareness of XM's comprehensive coverage of Major League Baseball. XM airs every MLB game for every team from Opening Night to the World Series.

Fans can visit the web site http://www.xmradio.com/mlb to send a customized voice message from the New York Yankees' Jeter, Boston Red Sox slugger Ortiz, or Hall-of-Fame-bound Ripken. When fans arrive at the site, they choose a ball player and enter a friend's name, favorite team, hobbies, and other details. Friends will receive the voice message on their phone, email or by AOL Instant Messenger.
"Call Stars" offers the baseball fan a wide variety of choices for creating a personal message from Jeter, Ortiz, or Ripken. Messages from Ortiz are available in Spanish or English. This campaign marks the first time that this type of audio service has been available in Spanish.

"With baseball season underway, XM is truly thrilled to provide fans an interactive way to get excited about the game," said Vernon Irvin, Chief Marketing Officer at XM. "This viral marketing campaign engages fans in a way that is fun and effective, and it provides XM an ideal platform to communicate directly to consumers."

In addition to carrying the games, XM has the nation's only 24-hour talk radio channel dedicated to Major League Baseball, MLB Home Plate (XM Channel 175). The channel covers every aspect of the sport 365 days a year with call-in shows, round-the-clock news updates, specials, and classic games. Ripken, who will be inducted into the National Baseball Hall of Fame in July, hosts the XM show "Ripken Baseball" on MLB Home Plate with his brother and fellow major league veteran Billy Ripken.

XM also offers Spanish play-by-play game coverage and baseball talk on the channel MLB En Espanol (XM Channel 174).

MLB is part of XM Radio's 170-channel package of sports, music, news, entertainment, and talk radio. XM subscribers can listen to the games live and nationwide on satellite radio receivers for the car, home, office, and portable use.

About XM

XM (NASDAQ: XMSR) is America's number one satellite radio company with more than 7.6 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 3-9-06. Copies of the filing are available upon request from XM Radio's Investor Relations Department. Programming is subject to change.

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