NEWS RELEASE

XM SATELLITE RADIO LAUNCHES "NASCAR RADIO 2" CHANNEL ON SEPTEMBER 4

8/30/2004

New Channel to Provide In-Car Audio of Drivers and Teams for NASCAR's Three National Series Washington D.C., August 30, 2004 -- XM Satellite Radio (Nasdaq: XMSR), the exclusive satellite radio service of NASCAR and home to NASCAR Radio (XM Channel 144), and NASCAR Digital Entertainment are launching a second XM Radio channel for NASCAR.

NASCAR Radio 2 brings NASCAR fans behind the wheel with in-car audio from FanScan as a complement to full race broadcast coverage from MRN and PRN on NASCAR Radio, Channel 144. NASCAR Radio 2 (XM Channel 145) will cover events in the NASCAR NEXTEL Cup Series, NASCAR Busch Series, and NASCAR Craftsman Truck Series.

NASCAR Radio 2 on XM Satellite Radio debuts Saturday, September 4, with in-car coverage of the NASCAR Busch Series Target House 300 from California Speedway. The new channel will continue through the Chase for the NASCAR NEXTEL Cup and will air during the entire 2005 NASCAR season.

NASCAR is the only sport that offers fans the opportunity to listen in on communications between athletes and their teammates during an event. NASCAR Radio 2 on XM Channel 145 provides the FanScan pick-up of in-car audio during an event, broadcasting a constant stream of communications for all the drivers in the race. NASCAR Radio, the first and only 24-hour radio channel dedicated to a single sport, is XM Channel 144.

"XM is thrilled to offer NASCAR fans a dedicated channel for listening to all the real-time communications between drivers and their teams for every race," said Kevin Straley, vice president of talk programming, XM Satellite Radio. "The cutting-edge FanScan broadcasts on NASCAR Radio 2 are a perfect complement to XM's original NASCAR Radio channel."
"NASCAR Radio 2 is all about increased access and it's a great way for NASCAR fans to enhance their XM listening experience," said Jeffrey Pollack, managing director of broadcasting and new media, NASCAR Digital Entertainment. "NASCAR Radio on XM is an important part of our new media portfolio, and the launch of a second channel only deepens the commitment XM has made to our sport, its fans, and all of the drivers, teams, and tracks."

"By offering in-car communications via satellite radio, FanScan is helping give fans another way to listen to NASCAR drivers communicate with their teams each week." said Chris Foster, vice president of SportsCom, Inc., the company that operates the FanScan service. "We're delighted to work with XM Radio and proud to be a part of NASCAR Radio 2."

About SportsCom

SportsCom, Inc. is a leading developer of live event programming and technology. The company, based in Atlanta, has spent a decade delivering live racing audio to fans across the nation. SportsCom provides its programming and technology to several partners, including Nextel Communications, various broadcast and cable programming distributors, and a number of Fortune 500 corporations.

FanScan is a Registered Trademark of Racing Radios, Inc. Used with permission.

About XM Satellite Radio

XM is America's #1 satellite radio service with more than 2 million subscribers. Broadcasting live daily from studios in Washington, DC, New York City and Nashville, Tennessee at the Country Music Hall of Fame, XM's 2004 lineup includes more than 120 digital channels of choice from coast to coast: 68 commercial-free music channels, featuring hip hop to opera, classical to country, bluegrass to blues; 34 channels of premier sports, talk, comedy, children's and entertainment programming; and 21 channels of the most advanced traffic and weather information for major metropolitan areas nationwide. Affordable, compact and stylish XM satellite radio receivers for the home, the car, the computer and boom boxes for "on the go" are available from retailers nationwide. In addition, XM is available in more than 80 different 2004 car models. XM is a popular factory-installed option on more than 40 new General Motors models, as well as a standard feature on several top-selling Honda and Acura models. Avis customers can enjoy XM as a standard feature in the company's premium and luxury vehicles. Passengers on JetBlue Airways and AirTran Airways will be able to listen to XM's programming in-flight later in 2004. This fall, XM will offer XM NavTraffic, a new service that will provide real-time traffic information for vehicle navigation systems. For more information about XM, visit http://www.xmradio.com.
XM Satellite Radio
David Butler
Phone: 202-380-4317
david.butler@xmradio.com