

## SiriusXM Canada Exceeds 2 Million Subscribers

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TORONTO, Oct. 12, 2011 – Canadian Satellite Radio Holdings Inc. (TSX: XSR), parent of SiriusXM Canada, the country's leading audio entertainment company, today announced that it exceeded 2 million subscribers in Canada. This is the company's most significant announcement since the launch of satellite radio in Canada and positions the new SiriusXM among the top and fastest growing Canadian media and entertainment companies in terms of overall subscribers.

"Reaching the 2 million subscriber milestone in such a short time is a major achievement and demonstrates the strength and appeal of SiriusXM's unique content," said Mark Redmond, President and CEO, SiriusXM Canada Inc. "With installation agreements with every automaker resulting in more than 800,000 new vehicles equipped with satellite radio each year, in addition to an enhanced retail product offering across in-vehicle, in-the-home, portable and mobile devices, the future is bright for SiriusXM with significant opportunities for growth ahead."

"We are thrilled by our progress to-date and we could not have achieved this important milestone without the continued support of our customers, employees and partners," said Redmond.

### **About SiriusXM Canada**

SiriusXM Canada (TSX: XSR) is the country's leading audio entertainment company and broadcasts more than 120 satellite radio channels featuring premier sports, news, talk, entertainment and commercial-free music. SiriusXM Canada offers an array of content from the most recognized news and entertainment brands as well as from professional sports leagues including the NHL, NFL, MLB and CFL.

SiriusXM programming is available on a variety of devices including pre-installed and after-market radios in cars, trucks and boats, smartphones and mobile devices, and consumer electronics products for homes and offices. Sirius XM programming is also available online at [www.sirius.ca](http://www.sirius.ca) and [www.xmradio.ca](http://www.xmradio.ca) and on Apple, BlackBerry and Android-powered mobile devices.

SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 3,000 retail locations nationwide.

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