

## COMEDY CENTRAL Radio to Launch Exclusively on SiriusXM

### SiriusXM to Become the Radio Home of COMEDY CENTRAL's Unparalleled Collection of Stand-up Comedy 24/7 Channel Dedicated to Stand-up Comedy from Today's Top Comedians to Tomorrow's Rising Stars

NEW YORK, Jan. 22, 2013 /PRNewswire/ -- [SiriusXM Radio](#) (NASDAQ: SIRI) and [COMEDY CENTRAL](#)<sup>®</sup>, a wholly-owned unit of Viacom Inc. (NASDAQ: VIA and VIAB), announced today a multi-year deal for COMEDY CENTRAL Radio.

The new channel will be an all-access pass to content from the top brand and leading name in stand-up comedy. For the first time, COMEDY CENTRAL is creating a 24/7 audio channel with SiriusXM consisting of new stand-up and exclusive performances from its expansive and world-class library. COMEDY CENTRAL Radio will offer hundreds of hours of stand-up comedy performances from COMEDY CENTRAL's massive library including stand-up series such as "COMEDY CENTRAL Presents" and "Premium Blend," and select performances from "COMEDY CENTRAL Roasts" and its roster of one-hour stand-up specials. In addition, COMEDY CENTRAL Radio will feature new performances, behind-the-scenes and backstage broadcasts from COMEDY CENTRAL events, broadcasts from COMEDY CENTRAL Certified clubs, and exclusive shows from comedians taking listener calls and being "guest DJ" on the channel, often tied in with launches and specials on COMEDY CENTRAL.

"We are excited to work with SiriusXM to launch this exclusive 24/7 satellite radio channel and have COMEDY CENTRAL's top tier comedy content available to the millions of SiriusXM subscribers everywhere they go," said Michele Ganeless, President, COMEDY CENTRAL.

"COMEDY CENTRAL is the definitive name and leader in the world of comedy and we are excited to work with them to create COMEDY CENTRAL Radio for our listeners," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "By adding COMEDY CENTRAL Radio to a comedy lineup that includes Blue Collar Radio and Jamie Foxx's The Foxxhole, we are delivering unmatched and exclusive comedy programming to millions of listeners nationwide."

"COMEDY CENTRAL Radio will instantly become one of the premier destinations for high-quality comedy curated from our diverse and vast library of series and specials," said Mitch Fried, Executive Vice President, Enterprises, COMEDY CENTRAL. "Through this agreement with SiriusXM, we'll be able to deepen our relationship with those who make, and those who enjoy the best in comedy."

COMEDY CENTRAL Radio will launch on SiriusXM in the Spring of 2013.

COMEDY CENTRAL Radio joins SiriusXM's broad collection of comedy channels, including Blue Collar Comedy, Jamie Foxx's Foxxhole, George Carlin's Corner, Upright Citizens Brigade Radio, Raw Dog Comedy and more.

Select programming from COMEDY CENTRAL Radio will be available on SiriusXM On Demand after it airs for subscribers listening via the [SiriusXM Internet Radio App](#) for smartphones and other mobile devices or online at [siriusxm.com](#). Visit [www.siriusxm.com/ondemand](#) for more info on SiriusXM On Demand. For more information on SiriusXM, please visit [www.siriusxm.com](#).

#### **About Sirius XM Radio**

[Sirius XM Radio Inc.](#) is the world's largest radio broadcaster measured by revenue and has 23.4 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S., from retailers nationwide, and online at [siriusxm.com](#). SiriusXM programming is also available through the [SiriusXM Internet Radio](#) App for [Android](#), [Apple](#), and [BlackBerry](#) smartphones and other connected devices. SiriusXM also holds a minority interest in [SiriusXM Canada](#) which has more than 2 million subscribers. Follow SiriusXM on Twitter [@SIRIUSXM](#) or like the [SiriusXM page](#) on Facebook.

#### **About COMEDY CENTRAL**

Available on-air, online and on-the-go, COMEDY CENTRAL ([www.cc.com](#)) is the #1 brand in comedy and is owned by, and is a registered trademark of, Comedy Partners, a wholly-owned unit of [Viacom](#) Inc. (NASDAQ: VIA and VIAB). For up-to-the-minute and archival press information and photographs visit COMEDY CENTRAL's press Web site at [www.cc.com/press](#) and follow on Twitter [@ComedyCentralPR](#) for the latest in breaking news updates, behind-the-scenes information and photos.

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