



XM Satellite Radio Airs Business Segment “The Maverick Minute™” Hosted By Consulting Firm Maverick LLC

Washington, D.C. September 22, 2004 -- Maverick, LLC, a global, management consulting firm, is providing original programming to XM Satellite Radio, the nation's leading provider of satellite radio with more than 2.1 million subscribers.

The name of the show is “The Maverick *Minute*™.” Dr. Martin D. Cohen, Maverick's Director of Behavioral Integration Management, and William R. Stark, the firm's managing partner and director of its mergers and acquisition practice, are the on-air personalities for the program.

Drawing on the experience of both its management consultants and its PhD, licensed clinical psychologists, Maverick has created and produced entertaining and immediately useful business content targeted at a broad base of XM listeners in a vignette format. “The Maverick Minute” is featured on XM's talk radio, news and sports channels.

“XM Satellite Radio is very pleased to have a firm of Maverick's caliber and innovative engagement methodology producing original programming for our listeners,” said XM's vice president of Talk Programming, Kevin Straley. “We are currently running ‘The Maverick Minute’ on six to eight of XM's talk channels, Monday through Friday, several times a day. We very much hope to expand on ‘The Maverick Minute’ with longer format programming from Maverick in the future.”

“Maverick LLC is very excited to be partnering with XM Satellite Radio, one of the fastest-growing entertainment media ever,” said William R. Stark, the managing partner of the firm. “We think we bring a reality and relevancy to the information we produce for XM's listeners, as the content comes directly from our own experiences and those of the firm. It's also, we hope, very entertaining,” he added.

About XM Satellite Radio

XM Satellite Radio is America's #1 satellite radio service with more than 2.1 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; 33 channels of premier sports, talk, comedy, children's and entertainment programming; and more than 20 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. 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>.

About Maverick LLC

Maverick LLC is a global, management consulting firm based in Tampa, Florida that has uniquely blended the management and behavioral sciences with an engagement model called Behavioral Integration Management.TM By assessing and addressing the people issues inherent to each engagement, our clients realize better implementation of our collaboratively crafted business strategies and action plans. Maverick's practice areas include M&A, operations, field service, sales, customer service, IT Management, change management, and a broad practice area in executive coaching, leadership and conflict resolution. For additional information visit www.maverickllc.com or call Bill Stark, Managing Partner, at 813254-0123 Ext. 405 for more information.