

June 1, 2012



## **SiriusXM to Air International "Life Ball 2012" Special**

**SiriusXM's Lance Bass brings the glitz, glamour and global fundraising efforts of Europe's biggest AIDS charity event to millions of listeners across the country on 24/7 LGBT channel SiriusXM OutQ**

**Special from Vienna, Austria features President Bill Clinton, performances from Scissor Sisters, interviews with icons from the worlds of entertainment, fashion and music and more**

NEW YORK, June 1, 2012 /PRNewswire/ -- Sirius XM Radio (Nasdaq: SIRI) today announced that it will bring the glitz, glamour and global fundraising efforts of Life Ball—Europe's biggest AIDS charity event celebrating its 20th anniversary this year—to millions of listeners across the country on an exclusive special airing on 24/7 LGBT channel SiriusXM OutQ.

(Logo: <https://photos.prnewswire.com/prnh/20101014/NY82093LOGO>)

SiriusXM's Lance Bass and Frank DeCaro attended the 3-day event in Vienna May 18-20, and will serve as hosts of "SiriusXM OutQ presents Life Ball," offering listeners a VIP pass to one of the world's most extravagant, exclusive charitable events. "SiriusXM OutQ presents Life Ball" will air on Saturday, June 2 from 3:00 – 6:00 pm ET on SiriusXM OutQ ch.

108. The special will feature an audio diary of Bass and DeCaro's adventures—from their star-studded flight from New York to Vienna to the opening ceremonies held at Vienna's City Hall and City Hall Square—which was attended by over 40,000 people—to the late night invitation-only extravagant costume ball.

"SiriusXM OutQ presents Life Ball" will feature content including the annual Life Ball fashion show, produced this year by Vogue Italia and featuring Lance Bass; former President Bill Clinton's annual speech given on behalf of his William J. Clinton Foundation; remarks from actress Milla Jovovich; performances by Scissor Sisters, Jon Secada, Deborah Cox and Cheyenne Jackson; DJ sets from Jake Shears of Scissor Sisters and the presentation of the Crystal of Hope by Antonio Banderas and Naomi Campbell.

"Life Ball has become one of the largest fundraisers to raise awareness and money for the fight against HIV/AIDS," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Life Ball mixes the worlds of politics, celebrity, fashion and fundraising for this very important cause and we are honored to bring it to our millions of listeners. 'SiriusXM OutQ presents Life Ball' will transport listeners into the heart of the event and this important cause."

"We are especially pleased, that Life Ball on its 20th anniversary will be broadcast on radio in the United States on SiriusXM," said Gery Keszler, organizer of Life Ball and chairman of

AIDS LIFE. "Reaching an even wider audience is essential in the global fight against HIV and AIDS and we would like to thank SiriusXM for this great opportunity."

"SiriusXM OutQ presents Life Ball" also includes interviews with Gery Keszler, supermodel Paulina Porizkova, Deborah Cox, Jon Secada, Scissor Sisters' Jake Shears, actor/recording artist Cheyenne Jackson; Heatherette designer Richie Rich, nightlife queens Susanne Bartsch and Amanda Lepore, Charlie Chaplin's granddaughter Kiera and many others.

Encore presentations of "SiriusXM OutQ presents Life Ball" will air on June 2 from 6:00 – 9:00 pm ET and on Sunday, June 3 from 6:00 – 9:00 pm ET on SiriusXM OutQ.

For more information, visit [www.siriusxm.com](http://www.siriusxm.com).

### **About Sirius XM Radio**

[Sirius XM Radio Inc.](http://www.siriusxm.com) is the world's largest radio broadcaster measured by revenue and has more than 22 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; news and comedy; exclusive 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](http://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.

*This communication contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about future financial and operating results, our plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "will likely result," "are expected to," "will continue," "is anticipated," "estimated," "believe," "intend," "plan," "projection," "outlook" or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of our management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. Actual results may differ materially from the results anticipated in these forward-looking statements.*

*The following factors, among others, could cause actual results to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our competitive position versus other forms of audio entertainment; our dependence upon automakers; general economic conditions; failure of our satellites, which, in most cases, are not insured; our ability to attract and retain subscribers at a profitable level; royalties we pay for music rights; the unfavorable outcome of pending or future litigation; failure of third parties to perform; and our substantial indebtedness. Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our Annual Report on Form 10-K for the year ended December 31, 2011, which is filed with the Securities and Exchange Commission (the "SEC") and available at the SEC's Internet site (<http://www.sec.gov>). The information set forth herein speaks only as of the date hereof, and we disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication.*

[Follow SiriusXM on Twitter](#) or [like the SiriusXM page on Facebook](#).

Contact:

Hillary Schupf

SiriusXM

212.901.6739

[hillary.schupf@siriusxm.com](mailto:hillary.schupf@siriusxm.com)

SOURCE Sirius XM Radio