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Studio 54 Reopens...on Radio: SiriusXM Launches Studio 54 Music Channel

24/7 ultra retro dance channel to feature shows hosted by legendary Studio 54 doorman Marc Benecke and Myra Scheer, executive assistant to former Studio 54 co-owner Steve Rubell

Studio 54 channel executive produced by dance icon John "Jellybean" Benitez

Every week listeners to hear music spun by Studio 54 opening week DJ Nicky Siano

NEW YORK, Aug. 10, 2011 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that it will launch Studio 54 Radio, a 24/7 commercial-free channel devoted to the best classic dance and disco as a tribute to the music often played in the legendary club created by Steve Rubell and Ian Schrager. The channel will air music that comes from the vaults and special record collections of insiders, much of which has never been heard since the club's doors shut.

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

SiriusXM's Studio 54 Radio will be available on channel 15 and will launch on Monday, August 15 at 5:00 pm ET.

The new channel will showcase dance club classics and disco, featuring music from the '70s and '80s, as well as classic mixes from dance icon John "Jellybean" Benitez's personal collection. The channel will also feature mix shows from the top DJs of the era.

"We are thrilled to announce that we are 'reopening' the Studio 54 doors on radio," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "With the launch of Studio 54 Radio, we are excited to offer our listeners a chance to relive, or experience for the first time, the music and atmosphere from the truly iconic era. If you weren't there, you didn't hear it. But now you can — only on SiriusXM."

Legendary Studio 54 doorman, Marc Benecke, and Myra Scheer, executive assistant to former Studio 54 co-owner Steve Rubell, will host weekly interview shows, *The Marc and Myra Show*, with Studio 54 insiders from the iconic era. Special guests will include Studio 54's original head of security, original bartenders, waiters, busboys and well known club regulars and celebrities.

"Studio 54 was like a spectacular comet that flashed its brilliance for a short period of time and was gone," said Marc Benecke. "Whether you were inside the club or outside the ropes, this show is for you, Marc and Myra will take you there and let you have one more night."

"My first day working at Studio 54 I was on the phone talking to Andy Warhol," said Myra Scheer. "My assignment was to invite Steve's master call list. Now Marc and I are calling them to be on our show and inviting listeners to hear some fascinating stories as to why to this day there is nothing that compares to it."

SiriusXM listeners will hear music spun by iconic DJs and artists, including Studio 54 opening week DJ Nicky Siano and iconic DJ John "Jellybean" Benitez, who will executive produce the channel.

"I'm excited to play this music that I've seen thousands of people dance to over the years and haven't heard on the radio in a long time," said DJ John "Jellybean" Benitez.

Studio 54 is one of the most well known disco clubs in the world. The club, which opened in 1977 in New York City, was an iconic gathering place for actors, musicians, artists and celebrities. Studio 54 was the brainchild of Steve Rubell and Ian Schrager.

For more information on SiriusXM, please visit www.siriusxm.com.

About Sirius XM Radio

[Sirius XM Radio](#) is America's satellite radio company. SiriusXM broadcasts more than [135 satellite radio channels](#) of [commercial-free music](#), and [premier sports, news, talk, entertainment, traffic, weather](#), and data services to over 21 million subscribers. SiriusXM offers an array of content from many of the biggest names in entertainment, as well as from professional sports leagues, major colleges, and national news and talk providers.

SiriusXM programming is available on more than 800 devices, including pre-installed and after-market radios in cars, trucks, boats and aircraft, [smartphones](#) and [mobile devices](#), and consumer electronics products for [homes](#) and [offices](#). SiriusXM programming is also available at siriusxm.com, and on [Apple](#), [BlackBerry](#) and [Android](#)-powered mobile devices.

SiriusXM has arrangements with every major [automaker](#) and its radio products are available for sale at shop.siriusxm.com as well as retail locations nationwide.

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," "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 statement: our competitive position versus other forms of audio and video entertainment; our ability to retain subscribers and maintain our average monthly revenue per subscriber; our dependence

upon automakers and other third parties; our substantial indebtedness; and the useful life of our satellites, which, in most cases, are not insured. 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, 2010, 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.

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