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Lance Bass Launches Daily Show, "Dirty Pop with Lance Bass," on SiriusXM

Bass leads new daily entertainment radio show for listeners driving home from work; exposes the best in music, pop culture and more with celebrity guests, fans, friends and listeners across the country

Star-studded, surprise-filled premiere airs live from SiriusXM's New York City studios

NEW YORK, Sept. 7, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced that it will launch *Dirty Pop with Lance Bass*, a new daily evening-drive radio show, giving listeners nationwide an insider's guide to pop culture hosted by pop music icon and LGBT rights advocate Lance Bass.

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

Beginning September 13, *Dirty Pop with Lance Bass* will air weeknights live from 6:00 –8:00 pm ET on SiriusXM OutQ, ch. 108. The show will replay weeknights from 11:00 pm - 1:00 am ET. A weekend version of the show will air on *Cosmopolitan* magazine's Cosmo Radio, SiriusXM ch. 109.

The two-hour live, call-in show features Bass combining his passion for music with his unique take on the pop culture news of the moment, his insider access and experience, and his sense of humor and fun. He will be joined regularly by in-studio celebrity guests and a regular crew of his closest friends to entertain the entire country each afternoon, as listeners drive back home from work, blow off steam at the end of the day, and get ready for a night out on the town. Fans and friends will play an integral role in the show via contributions from Twitter @DirtyPop108 Facebook and live calls.

Dirty Pop with Lance Bass will launch with a star-studded, surprise-filled premiere at SiriusXM's New York City studios.

Bass started on SiriusXM in July 2011 with a weekly show, *The Pop Ten with Lance Bass*.

"I can't wait to launch my daily show, *Dirty Pop*. It will be so much fun to do and I'm excited to spend more time with our audience," said Lance Bass. "Starting September 13, whether you're getting off work or getting ready to go out, you'll have the very latest in pop culture broken down by me and my *Dirty Pop* Peanuts. And the best part is that anything can happen on my show. Last week we had Mike 'Boogie' from *Big Brother* in the studio talking game strategy when my assistant tells me, 'Kato Kaelin - yes that Kato Kaelin - is in the hall. Should we bring him in?' I said, 'Absolutely,' and the next thing I know we're all having this great conversation about Clint Eastwood's speech at the RNC. It was completely surreal. And I couldn't get enough of it! Like I said, I can't wait to go daily."

"Lance Bass has proven himself as a top recording artist, performer, and producer, as well as extended his reach through social media," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "Now, millions of fans can connect personally with Lance every day, as he rides home with them leading a radio celebration of what is most interesting in pop culture. Lance's *Dirty Pop* will quickly prove to be a must-listen for our large, growing, adventurous group of subscribers and listeners."

Bass was born and raised in Mississippi, eventually rising to fame as the bass singer for the multi-million selling pop group 'NSYNC. Since revealing that he is gay in a July 2006 cover story for People magazine, Bass was awarded the Human Rights Campaign Visibility Award in October 2006 and released his *New York Times* best-selling autobiography, *Out of Sync*, in October 2007. His myriad of LGBT activist activities includes fundraising for the Gay, Lesbian and Straight Education Network, as well as producing the documentary *Mississippi I Am*, which is earning rave reviews on the film festival circuit.

Bass was also a contestant on Season 7 of *Dancing with the Stars*, during which he and swing dance champ Lacey Schwimmer finished in third place. He has also built a thriving career as a film and television producer, serving at the helm of the romantic comedy feature *On the Line*, as well as for the forthcoming television reality show with the working title *My Famous Yard Sale*, based on his soon to be released ecommerce site www.FamousYardSale.com where celebrities and their fans throw virtual yard sales all while raising funds for their favorite charities.

Lance will host the show from New York and Los Angeles.

To see a video of Lance talking about the new show and for more information visit www.siriusxm.com/outq.

About Sirius XM Radio

[Sirius XM Radio Inc.](http://SiriusXM.com) is the world's largest radio broadcaster measured by revenue and has 22.9 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.

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.

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