SiriusXM

Iconic Fashion Designer Norma Kamali Empowers Women with Special Broadcast on SiriusXM

On "Norma Kamali Presents: Hey Baby," the acclaimed designer combats objectification of women

Special features interviews with iconic women including Gloria Steinem, Joan Jett, Cyndi Lauper, Venus Williams and Christine Quinn

Kamali to sit down with studio audience and take calls from across the country for live Q & A session

NEW YORK, Dec. 4, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) announced today that fashion icon Norma Kamali will host "Norma Kamali Presents: Hey Baby," a three-hour special broadcast event that is part of Kamali's campaign to stop and bring awareness to the objectification that women face in their daily lives.

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

"Norma Kamali Presents: Hey Baby" will air on December 5 from 10:00 am ET – 1:00 pm ET on SiriusXM Stars channel 107.

Exclusively for SiriusXM, Kamali sat down for intimate interviews with iconic, high-profile, successful women who have overcome objectification in their own lives so that their stories, advice and personal reflections could be shared with millions of listeners nationwide. Kamali's interviews on "Hey Baby" include: Grammy® and Emmy® award-winning artist/LGBT advocate Cyndi Lauper; comedian/actress/activist Margaret Cho; famed American feminist/activist/author Gloria Steinem; tennis champion/ Olympic Gold medalist/activist/designer Venus Williams; co-host of MSNBC's "Morning Joe"/bestselling author Mika Brzezinski; New York City Council Speaker Christine Quinn and rock icon Joan Jett will air from 10:00 am – 12:00 pm ET.

Kamali will host a live, call-in show from SiriusXM studios in New York City in front of a studio audience comprised of SiriusXM listeners for the last hour of the special from 12:00 – 1:00 pm ET.

"As a fashion designer since 1967, I have seen women feeling not pretty enough, thin enough or in the right fashion. I realize now that objectification—experienced in the workplace, the home and in all types of media and advertising—is the main reason," said Norma Kamali. "I have always tried to empower women by creating clothing that makes them feel and look as good as possible. Now, with this special and campaign, I hope to cast the spotlight on this important issue and open the lines of communication for both women

and men."

"Norma Kamali has always been an inspiration to millions, from her work as one of the preeminent fashion designers of our time to her dedication to causes," said Scott Greenstein, President and Chief Content Officer, SiriusXM. "We are honored to have worked with her on this extraordinary special that will inspire our listeners."

After the live broadcast, "Norma Kamali Presents: Hey Baby" will be available on SiriusXM On Demand 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.

Visit www.siriusxm.com/siriusxmstars for more information.

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 theSiriusXM 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.

P-SIRI

Contact:
Hillary Schupf
SiriusXM
212.901.6739
hillary.schupf@siriusxm.com

SOURCE Sirius XM Radio