

XM KICKS OFF FIRST VIEWER CREATED AD CAMPAIGN

Current TV Viewers Invited to Develop 'What Turns You On' Ad for XM Radio to Run on Current TV

Washington, D.C., June 18 2007 – XM, the nation's leading satellite radio service with more than 8 million subscribers, is kicking off its first ever viewer created advertising campaign with Current TV, the innovative cable network programmed one-third by its viewers. XM is inviting everyone with a creative eye to describe "what turns you ON" about XM Radio by developing and submitting their own ad spot, with a chance that theirs will be chosen to air on Current TV. The Current TV ad campaign is one of several media initiatives XM is implementing to engage young adults through user generated content and advertising.

Beginning today, XM is offering Current TV viewers and the on-line community the unique opportunity to take on the role of "Advertising Director" for the nation's leading satellite radio company. Current TV viewers are invited to visit the network's companion site, <http://www.current.tv/vcam>, to review XM's creative brief, download design elements and develop their own viewer created ad message (V-CAM) to show exactly what turns them on about XM's more than 170 channels of entertainment.

"We're looking for listeners to tell what XM means to them, whether it's about their passion for the blues or hardcore Ska, an appreciation for classical music or about their love for Major League Baseball or college sports," said Sean Connolly, vice president, brand management & media for XM. "This is a unique and fun opportunity to be creative Ad Director, and let more than 40 million Current TV viewers know what it is about XM that 'turns you ON.'"

"We are thrilled to partner for the first time with XM Radio on this V-CAM initiative. They clearly understand the new paradigm for engaging young adults by tapping into their authentic vision of XM Radio's core values and we are eager to see what the Current TV viewers create," said Liz Janneman, president of global advertising for Current TV.

Ads must be submitted by July 30, 2007 and uploaded to Current for consideration. Other viewers will then be provided the opportunity to comment and greenlight their favorites. XM executives will review the finalists and select up to four ads to run in rotation on Current TV. The creators with the winning submissions will receive \$1000 for their ad spot.

Don't have XM at home? XM invites you to listen to XM free online before you start working. Sign up for a free trial (no credit card necessary) at www.xmradio.com and experience the wide range of musical content available through XM Radio Online, featuring 80 of XM's channels, around the clock.

About XM

XM is America's number one satellite radio company with more than 8 million subscribers. Broadcasting live daily from studios in Washington, DC, New York City, Chicago, the Country Music Hall of Fame in Nashville, Toronto and Montreal, XM's 2007 lineup includes more than 170 digital channels of choice from coast to coast: commercial-free music, premier sports, news, talk radio, comedy, children's and entertainment programming; and the most advanced traffic and weather information.

XM, the leader in satellite-delivered entertainment and data services for the automobile market through partnerships with General Motors, Honda, Hyundai, Nissan, Porsche, Subaru, Suzuki and Toyota is available in 140 different vehicle models for 2007. XM's industry-leading products are available at consumer electronics retailers nationwide. For more information about XM hardware, programming and partnerships, please visit <http://www.xmradio.com>.

About Current

Current TV, which launched on August 1, 2005, is the first network created by, for and with an 18-34 year-old audience. The network shows young adults what's going on in their world, in their voice. Current is also the first network in history whose programming is supplied in part by the very audience who watches it. It has developed the television industry's leading model of "viewer created content" (VC²), which comprises roughly one-third of Current's on-air broadcast, and allows the audience to submit short-form, nonfiction video "pods," "viewer created ads" (V-CAMs), and mobile video. Its award-winning programming ranges from the hottest trends in technology, fashion, music and videogames, to pressing issues such as the environment, relationships, finance, politics and spirituality. Current is now seen in the US and UK in over 50MM households through distribution partners Comcast, Time Warner, DirecTV (channel 366), DISH (channel 196), BSkyB and Virgin Media. For more information, please visit the website: www.current.tv.

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