



XM and MySpace Launch 'Show Us What Ya Got!' Search For Unsigned New Hip-Hop Music Talent

Aspiring Hip-Hop and R&B Artists to Compete to Perform at The Power Summit, an On-air XM Appearance and More

WASHINGTON and LOS ANGELES, Aug. 14 /PRNewswire-FirstCall/ -- XM and MySpace today announced the launch of "Show Us What Ya Got!," a coast-to-coast online search for the hottest unsigned hip-hop and R&B music talent, beginning now. Aspiring hip-hop and/or R&B artists are encouraged to submit their original song for the opportunity to perform at The Mix Show Power Summit, the industry's premier event, in October, where one grand prize winner will receive a mix tape created in coordination with a high profile DJ, on-air XM appearance and more.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070313/XMLOGO>)

Unreleased artists are invited to visit the XM MySpace site at <http://www.myspace.com/xm> to review contest details, and enter their original song with the opportunity to become the next hip-hop star. All entries for the competition must be submitted between now and August 31, 2007.

The entries will be reviewed by a panel of judges comprised of music editors and industry artists who will select five finalists and post their entries on the XM MySpace community page for open voting.

Video blogs will be posted regularly, featuring advice and trends in the urban music industry from DJ Enuff, founder of Heavy Hitters DJs; Rene McLean, chief executive officer of The Power Summit; and Bryan Leach, senior vice president of Urban J Records and president of Polo Grounds Music. Video blogs with behind-the-scenes advice on hip-hop and radio industry will also be available by on-air talent from XM's urban channels, including: Mz. Kitty, DJ "Funkregulata" Celso and DJ Furious Styles from RAW (XM 66), XM's uncensored hip-hop channel; Lisa Lisa, Tiff Square, and Nina Nine from The City (XM 67), XM's hip-hop and urban channel. Members from the MySpace community can then view blogs and vote for their favorites among the top five finalists.

Three finalists will then be selected for superstar treatment, including a free trip to The Power Summit, held Oct. 24-27 in Las Vegas, to perform for an intimate audience of the top record industry elite and biggest DJs in the country. Past performers include Kanye West, Eminem, 50 Cent and Alicia Keys. Leo G, program director for XM's RAW channel, will be among the panel of on-site judges to watch the performances, provide on-the-spot commentary and award a grand prize finalist. The live performance will be broadcast live on the XM MySpace community page reaching MySpacers around the globe.

"XM is all about discovery. With more than 170 radio channels, we are committed to providing our subscribers with access to the hottest new music and new artists first," said Vernon Irvin, Executive Vice President and Chief Marketing Officer, for XM Satellite Radio. "'Show Us What Ya Got' extends the love of music discovery to the MySpace community. This national talent search is poised to discover the urban superstars of tomorrow."

"With more than four million registered urban musicians on MySpace, this contest offers an amazing opportunity to any talented artist seeking to build a fan base. It's like a one-two punch -- MySpace Online and XM Satellite Radio partnering to discover and slingshot an urban artist's career. It's a refreshing twist on an art form that balances awareness and talent." said Josh Brooks, VP of Marketing for MySpace.

One grand prize winning artist or group will be selected by The Power Summit audience, and will receive superstar treatment, including:

- A mixtape created with a high profile DJ
- Opportunity to appear as the opening act on the MySpace Secret Show, a series of music performances only available to "friends" of the page (<http://www.myspace.com/secretshows>)
- A local grassroots sniping promotional campaign
- All expense paid trip to be a guest on XM Radio in Washington, DC, and two weeks XM airplay

-- MySpace Music Feature

For more information or to submit for the opportunity to be a hip-hop music star, visit <http://www.myspace.com/xm>.

About XM

XM is America's number one satellite radio company with more than 8.2 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 MySpace

MySpace, a unit of Fox Interactive Media Inc., is the premier lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world. By integrating web profiles, blogs, instant messaging, e-mail, music streaming, music videos, photo galleries, classified listings, events, groups, college communities, and member forums, MySpace has created a connected community. As the first ranked web domain in terms of page views*, MySpace is the most widely-used and highly regarded site of its kind and is committed to providing the highest quality member experience. MySpace will continue to innovate with new features that allow its members to express their creativity and share their lives, both online and off. MySpace's international network includes localized community sites in the United States, France, Germany, Australia, Ireland, Spain, Italy, Mexico, Switzerland, Austria, Canada, Netherlands, New Zealand, Japan, Sweden, Latin America and the United Kingdom. Fox Interactive Media is a division of News Corp. (NYSE: NWS)(NYSE: -)(NYSE: News)(NYSE: NWS.A)(NYSE: -)(NYSE: News)(ASX: NWS)(ASX: -)(ASX: News)(ASX: NWSLV)(ASX: -)(ASX: News).

*Among the top 2000 domains comScore Media Metrix, June 2007. For more information on comScore Networks, please go to <http://www.comscore.com/>.

About the Power Summit

The Power Summit is the premier music conference where urban entertainment's most influential players come together to forge powerful relationships, make deals, launch new artists and products, redefine brands and set trends for the upcoming year.

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