



Changing the way you listen to radio

Tired of channel hopping over the same AM and FM radio stations? Our listening tastes and moods vary, so why should we content ourselves with just a few choices? Today's listeners want access to everything from all types of music to sports to stimulating talk shows. XM Satellite Radio brings us these choices in spades.

Lisa Wookey, director of events and sponsorship for XM Canada, says "we offer up to 100 exciting channels, including 61 channels of 100 per cent commercial-free music." There's an unbelievable range of choice including channels for each of the decades from the '40s to the '90s, every genre of music you can think of from rock to country to pop and hits to Christian, hip hop and urban, jazz and blues, lifestyle, world, dance and classical. So you can listen to exactly what you want, when you want to.

Each channel specializes in a different genre, but you don't just hear a randomly put together selection. Wookey explains. "Each channel has its own DJ. You rarely hear them, but they're actually playing sets. We like to say our channels are 'thoughtfully programmed,'" she says.

One example is George Taylor Morris's show, Artist Confidential. This show features interviews and performances by every type of artist you can imagine. Hear the personal journeys of music legends like the Doobie Brothers, the Pretenders, the Dixie Chicks, Stephen Stills, Paul McCartney, Andrea Bocelli, Santana, Tracy Chapman, Cyndi Lauper, Tori Amos, Coldplay, Wynton Marsalis, and Phil Collins.

And that's just the music channels. There are also channels for every type of interest. There are sports channels like NHL, TGA, and you can listen to

every major league baseball game. In fact, at the end of this hockey season, XM Radio will be the exclusive satellite radio broadcaster of the NHL for the next eight years. There are other channels that feature comedy, news, talk shows, women's shows, family programming, entertainment, and exclusive Canadian programming. Even Oprah's had the good sense to hop on the satellite radio bandwagon with her new channel Oprah & Friends. For a full listing, visit their website at www.xmradio.ca and click on Channel Lineup.

XM sells several models for the home, car or on-the-go. You can purchase them at electronic retail stores across Canada

To listen to your favourite shows, you'll need to purchase a satellite radio. XM sells several models for the home, car or on-the-go. You can purchase them at electronic retail stores across Canada.

Portable models can also be used in the car or at home. Already own an XM-Satellite-ready unit? XM Radio sells a mini-tuner that can be installed on your existing audio system.

XM offers a broad range of radios made by award-winning manufacturers like Delphi, Pioneer, Audiovox, Samsung and Yamaha, to name a few. To view their lineup of home, car and portable satellite radios, check out www.xmradio.ca and click on XM Radios. Units range in price from as little as \$70 to as much as \$400.

Activating your XM radio service couldn't be simpler. Just go online to their website at www.xmradio.ca, click on Get XM Radio, and follow the instructions. You can also call 1-877-GET-XMSR for assistance. They have multiple plans to suit your needs, including a family plan for up to four members.

Indulge your every listening whim with one of XM's satellite radios this holiday season. And change the way you listen to radio.