

## Briefs: Sirius to start Playboy channel

January 5 2006

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Sirius Satellite Radio and Playboy Enterprises Thursday said they will be launching a Playboy-branded radio channel within the next few months.

Broadcast 24 hours a day, seven days a week, Playboy Radio will be "compelling original programming that it hasn't been able to do anywhere else before," Scott Greenstein, the network's president of entertainment and sports, said in a news release.

The channel "will give listeners unprecedented access into the world of Playboy," he added. Programs will include the Playboy radio morning show, the Playmate hour and Sexy Stories.

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