



FOR IMMEDIATE RELEASE

**POLARIS MUSIC PRIZE ANNOUNCES SIRIUS SATELLITE
RADIO CANADA AS PRESENTING SPONSOR,
AND LONG LIST, SHORT LIST AND GALA DATES FOR 2009.**

TORONTO, ON (Monday, May 25, 2009) Steve Jordan, Executive Director of the Polaris Music Prize, today announced SIRIUS Satellite Radio Canada as the new presenting sponsor for the 2009 Polaris Music Prize. SIRIUS has been a supporting sponsor of Polaris since 2007 and has broadcast the event live to a North American audience on satellite radio for the past two years.

“With their unwavering support for Canadian talent in general and specifically the Polaris Music Prize, we feel having SIRIUS as our number one sponsor is not only a natural progression but a perfect fit. We are excited to be working together to bring the music of our nominees and winner to an even wider audience,” said Jordan.

“The Polaris Prize is truly one of the most respected honours for artists in Canada,” said Andreeanne Sasseville, Director of Canadian Content Development and Industry Relations, SIRIUS Canada Inc. “SIRIUS is thrilled to continue its support for Polaris and to once again broadcast the event live to SIRIUS listeners throughout Canada and the U.S.”

The Polaris Music Prize awards \$20,000 to the artist who creates the Canadian album of the year. It is judged solely on artistic merit, without consideration of genre or record sales. Past winners have been Final Fantasy for *He Poos Clouds* (2006), Patrick Watson for *Close To Paradise* (2007) and Caribou for *Andorra* (2008).

Jordan also revealed the key dates for the coveted award’s 4th annual celebration. The Long List of 40 titles, which is sponsored by The Canada Council for the Arts, will be announced June 15. The Short List of 10 nominees will be revealed at a July 7 media conference at The Drake Hotel in Toronto. This year’s gala will be held on Monday, September 21 at a Toronto location to be announced.

The Long List and Short List are determined by an independent jury of 190 Canadian music journalists, broadcasters and music bloggers from across Canada. Eleven people are selected from the larger jury pool to serve on the grand jury. The grand jury will convene the night of the 21st during the gala to select the 2009 Polaris Music Prize winner.

The eligibility period for the 2009 Polaris Music Prize runs from June 1, 2008 to May 31, 2009.



About the Polaris Music Prize

The Polaris Music Prize is a not-for-profit organization that annually honours, celebrates and rewards creativity and diversity in Canadian recorded music by recognizing, then marketing the albums of the highest artistic integrity, without regard to musical genre, professional affiliation, or sales history, as judged by a panel of selected music critics. For further information, visit www.polarismusicprize.ca or www.myspace.com/polarismusicprize.

About Sirius Canada

SIRIUS is Canada's number one choice for satellite radio with 120 full-time channels broadcast from studios in Vancouver, Toronto, Montreal and New York. SIRIUS offers 100% commercial-free music plus premium sports, news, talk and entertainment programming from North America's most recognizable and respected personalities and brands. SIRIUS offers listeners unparalleled coast-to-coast signal coverage and digital quality sound broadcast from three high-orbit satellites.

Click on www.sirius.ca to listen to SIRIUS live, or to purchase a SIRIUS radio and subscription.

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