

# **ZOIKS! ONLINE**

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Kim Cameron and Crew to Hit the "Playmates Presents" Show on SiriusXM Satellite Radio

Defiant and versatile, indie dance/pop band Side FX is about to heat up the highly popular Playboy Radio with a live in-studio performance and interview on the "Playmates Presents" show on October 12th at 4p.m. The band will head to the Los Angeles studio to play a few hits from their 4th album, Spin Me Ever After, including crowd-pleaser "The Man I Used to Know".

Hosted by many of Playboy's own employees and playmates, Playboy Radio can be heard on dial 102 on SiriusXM Satellite Radio. With a variety of shows such as "The Playboy Morning Show," where Hugh Hefner offers advice, the radio station covers different areas of social life from sexuality and the latest celeb and entertainment news, to updates on the hottest events happening at the Playboy Mansion.

Producing infectious dance numbers with unadulterated lyrics, Washington, D.C. band Side FX is determined to get the world dancing to their music. Fronted by singer-songwriter Kim Cameron, the band launched their first album, Contradictions, in 2008. The album reflected the band's signature sound and was picked up to be featured on American Airlines' in-flight programming. Their second album garnered heavy radio rotation and they embarked on a 21-state tour across the U.S. After releasing a third project, Side FX was tapped for their first distribution deal and saw two of its singles snag a spot on the Top 40 Billboard Dance Charts catapulting the band's large fan base. Currently, the dance band is gearing up for a performance at the historic Blues Alley in Washington, D.C. on October 25th.

With songwriting influences from pop music icons Carly Simon, James Taylor and Dave Matthews, Side FX offers up an eclectic recipe of pulsating synths, infectious bass lines and electric guitar riffs throughout their music. The album Spin Me Ever After is available now on iTunes.