

Grateful Dead Channel Launches Exclusively on SIRIUS Satellite Radio

Highly anticipated channel will feature original radio shows hosted by members of the band, rare concert performances and insider interviews

NEW YORK, Aug 29, 2007 /PRNewswire-FirstCall via COMTEX News Network/ --

SIRIUS Satellite Radio (Nasdaq: SIRI) today announced the launch of the highly anticipated Grateful Dead Channel. Heard exclusively on SIRIUS, the channel will feature music spanning the Grateful Dead's long and celebrated history. The channel will include rare and unreleased performances, original shows hosted by Grateful Dead founders Bob Weir, Phil Lesh, Mickey Hart and Bill Kreutzmann, as well as rare archival interviews with Jerry Garcia.

(Logo: <http://www.newscom.com/cgi-bin/prnh/19991118/NYTH125>

<http://www.newscom.com/cgi-bin/prnh/20070829/NYW034>)

The Grateful Dead Channel will make its debut on September 7 at 12 pm ET on SIRIUS channel 32 with an extremely rare concert broadcast of the band's 1974 performance at the Hollywood Bowl in Los Angeles, California. This performance will be followed by a special show hosted by Bob Weir, the first by a member of the Grateful Dead on the new channel. The channel will also feature contributions from Grateful Dead expert David Gans, as well as Dead archivist David Lemieux, who will provide a unique look into the Dead's lush past with daily insights.

"Since we announced the launch of the Grateful Dead Channel, it has become one of the most anticipated music channel launches in our history." said Scott Greenstein, President, Entertainment and Sports, SIRIUS. "The loyalty and passion of Grateful Dead fans are the truest testament to the band's legacy. Sirius is thrilled to bring exclusive content to this community and welcomes their continued participation as Sirius becomes part of the Grateful Dead family."

"This is gonna be one fun channel," said the Dead's Bob Weir. "We, the guys in the band, get to be involved as much as we can and we'll make sure it's fun. We want the fans to be involved as well."

The Grateful Dead formed in mid 1960's San Francisco's psychedelia and quickly became a staple in the local music scene. The historic summer of 1967, known as 'The Summer of Love,' is when the band first found world wide recognition as thousands of young people from around-the-world made their way to San Francisco's Haight and Ashbury district to find a new social experience. The Dead, well-known for constantly touring, kept the experience alive for another three decades with a devoted community of fans, many of whom traveled the country with them.

The Grateful Dead Channel joins an exclusive line up of 24-hour, commercial-free music channels dedicated entirely to some of the world's greatest recording artists including Elvis Radio, the world's only official, all-Elvis Presley radio channel broadcasting live from Graceland; and Siriously Sinatra, devoted to the music and legacy of Frank Sinatra. SIRIUS has previously dedicated channels exclusively to the music of Bruce Springsteen and the E Street Band, The Rolling Stones, David Gilmour and Pink Floyd, George Strait, and most recently, The Who. SIRIUS is also the exclusive radio home of Shade 45, the uncut hip-hop channel co-created with Eminem, "Little Steven" Van Zandt's Underground Garage, channel 25, and Jimmy Buffett's Radio Margaritaville, channel 31.

To learn more about SIRIUS, please visit www.sirius.com.

About SIRIUS

SIRIUS, "The Best Radio on Radio," delivers more than 130 channels of the best programming in all of radio. SIRIUS is the original and only home of 100% commercial free music channels in satellite radio, offering 69 music channels. SIRIUS also delivers 65 channels of sports, news, talk, entertainment, traffic, weather and data. SIRIUS is the Official Satellite Radio Partner of the NFL, NASCAR and NBA, and broadcasts live play-by-play games of the NFL and NBA, as well as live NASCAR races. All SIRIUS programming is available for a monthly subscription fee of only \$12.95.

SIRIUS Internet Radio (SIR) is a CD-quality, Internet-only version of the SIRIUS radio service, without the use of a radio, for the monthly subscription fee of \$12.95. SIR delivers more than 80 channels of talk, entertainment, sports, and 100% commercial free music.

SIRIUS Backseat TV(TM) is the first ever live in-vehicle rear seat entertainment featuring three channels of children's TV programming, including Nickelodeon, Disney Channel and Cartoon Network, for the subscription fee of \$6.99 plus applicable audio subscription fee.

SIRIUS products for the car, truck, home, RV and boat are available in more than 20,000 retail locations, including Best Buy, Circuit City, Crutchfield, Costco, Target, Wal-Mart, Sam's Club, RadioShack and at shop.sirius.com.

SIRIUS radios are offered in vehicles from Audi, Bentley, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep(R), Land Rover, Lexus, Lincoln, Mercury, Maybach, Mazda, Mercedes-Benz, MINI, Mitsubishi, Nissan, Rolls Royce, Scion, Toyota, Volkswagen, and Volvo. Hertz also offers SIRIUS in its rental cars at major locations around the country.

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

Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions, future events or performance with respect to SIRIUS Satellite Radio Inc. are not historical facts and may be forward-looking and, accordingly, such statements involve estimates, assumptions and uncertainties which could cause actual results to differ materially from those expressed in any forward-looking statements. Accordingly, any such statements are qualified in their entirety by reference to the factors discussed in our Annual Report on Form 10-K for the year ended December 31, 2006 filed with the Securities and Exchange Commission. Among the significant factors that could cause our actual results to differ materially from those expressed are: our pending merger with XM Satellite Radio Holdings, Inc. ("XM"), including related uncertainties and risks and the impact on our business if the merger is not completed; any events which affect the useful life of our satellites; our dependence upon third parties, including manufacturers of SIRIUS radios, retailers, automakers and programming providers; and our competitive position versus other audio entertainment providers.

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