

## **SIRIUS Canada Adds 100,000 New Subscribers Over Holiday Season**

### **\* SIRIUS Canada Surpasses 300,000 Paying Subscribers \* SIRIUS Leads Industry in Canada with 78 per cent Market Share**

TORONTO, Feb 13, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Canada Inc., Canada's fastest growing satellite radio provider with 110 full-time channels, announced today that it has surpassed 300,000 paying subscribers nationwide, with more than 100,000 of those subscribers joining since November 22, 2006.

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

During the 2006 holiday season, more than 3,500 retail locations throughout Canada were fully stocked with SIRIUS' latest plug-and-play and portable radios including the Sportster 4 and cutting-edge Stiletto 100. According to independent retail tracking research provided by the NPD Group, SIRIUS was the preferred choice for satellite radio this holiday season with nearly 8 out of 10 satellite radio shoppers choosing SIRIUS in December. Since January 2006, SIRIUS has led the satellite radio industry in Canada with 75 per cent market share, within NPD's measured channels.\*

"Surpassing 300,000 paying subscribers in such a short time confirms the demand for and strength of SIRIUS' programming, signal coverage, and innovative products," said Mark Redmond, President and CEO, SIRIUS Canada Inc. "SIRIUS' depth and breadth of programming resonates with Canadians and we are proud to be the country's undisputed satellite radio leader. This is a tremendous accomplishment for SIRIUS Canada and as we continue to build our business and extend our offerings, we look forward to sharing in future success with our customers and our retail and automotive partners."

In addition to success at retail, SIRIUS continues to partner with leading automotive brands across Canada. More than 150 vehicle models are expected to be available in 2007 with SIRIUS Satellite Radio receivers either factory or dealer-installed in Audi, Aston Martin, BMW, Chrysler, Dodge, Ford, Jaguar, Jeep, Land Rover, Lincoln, Subaru, Volkswagen and Volvo vehicles

SIRIUS maintains its leadership in the Canadian satellite radio market with an extensive, full-time 110-channel lineup offering the very best in news, talk, sports and commercial-free music programming. With exclusive and unique entertainment programming ranging from Blue Collar Comedy and NASCAR Radio to the recently added Siriusly Sinatra and Metropolitan Opera Radio channels, SIRIUS offers an unrivaled entertainment experience.

In addition, through exclusive sports partnerships with North America's major professional sports leagues including CFL, NFL, NLL, NBA and NASCAR, SIRIUS also offers fans the most in-depth sports coverage anytime, anywhere.

#### About SIRIUS Canada

From broadcast studios in Vancouver, Toronto, Montreal and New York, SIRIUS Canada delivers 110 premium channels of the best music, sports, news, talk and entertainment programming. With a total of 65 music channels - the most in Canada - SIRIUS is the original and only home of 100% commercial-free music and offers the broadest range of Canadian content on satellite radio with 11 English and French channels. SIRIUS is Canada's satellite radio sports leader and is the Official Satellite Radio Partner of the CFL, NHL, NFL, NLL, NBA and NASCAR and broadcasts live play-by-play games of the CFL, NHL, NFL, NLL and NBA. In addition, SIRIUS Satellite Radio is home to broadcasts of U.S. College Football and English Premier League Soccer.

In Canada, SIRIUS' automotive partners include Audi, Aston Martin, BMW, Chrysler, Dodge, Ford, Jaguar, Jeep, Land Rover, MINI, Lincoln, Pana-Pacific, Subaru, Volkswagen and Volvo.

For additional details on SIRIUS Canada, please visit: [www.siriuscanada.ca](http://www.siriuscanada.ca)

\* NPD-measured channels do not include certain retail channels like Club Stores or OEM or Aftermarket Installers; for more information see [www.npd.com](http://www.npd.com).

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