

SIRIUS Satellite Radio Announces New Channel Lineup Effective Tuesday, March 14

FOX News/Talk, Blue Collar Comedy, Cosmo Radio and Playboy channels to launch; SIRIUS Trucking to get new name

NEW YORK, March 9, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) will adjust its channel lineup to reflect improvements to its program offerings, which will become effective at 5 am ET on Tuesday, March 14.

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

"SIRIUS, which has the best programming in all of radio, is committed to constantly improving its programming offerings in a cost-effective way," said Scott Greenstein, President of Entertainment and Sports. "With these new channels, SIRIUS enhances our listeners' choices."

SIRIUS has augmented its programming for women with the addition of the Martha Stewart Living Radio channel, and a recently-announced four-hour talk show to be hosted by Sex and the City author Candace Bushnell. More innovative programming for women will be provided with the addition of Cosmo Radio (channel 111) on March 14.

For men, another previously-announced new channel, Playboy Radio (channel 198), will be an opt-in SIRIUS offering, at no additional cost.

As previously announced, SIRIUS will reinstate FOX News, to be located at channel 131, and will add Fox News Talk to channel 145. SIRIUS will also launch the new channel Blue Collar Comedy on channel 103. (Descriptions of these new channels follow.)

As part of the channel reset, CNBC (channel 130) will move to channel 129. Bloomberg Radio (channel 131) will move to channel 130. WSM Radio/Grand Ole Opry (channel 111) will move to channel 117. SIRIUS Stars (channel 103) will move to channel 102.

SIRIUS Trucker (channel 147) will be re-named Road Dog Trucking, effective March 14. SIRIUS will announce new programs and hosts for Road Dog Trucking in the near future.

As with all SIRIUS programming information, the new SIRIUS channel lineup will be posted at www.sirius.com.

Blue Collar Comedy (channel 103) - Featuring the Blue Collar Comedy stars Jeff Foxworthy, Larry the Cable Guy, Bill Engvall, Kathleen Madigan, Lisa Lampanelli and Ralphie May, based on their enormously successful movies, tours, CDs, TV programs and books.

Cosmo Radio (channel 111) - Timely talk shows, topics and music for young women that reflect the fun, fearless content that has marked Cosmopolitan magazine for 40 years.

FOX News Talk (channel 145) - News, analysis and commentary from such popular FOX News personalities as Bill O'Reilly, Tony Snow, John Gibson and Alan Colmes, along with listener calls.

Playboy Radio (channel 198) - A broad range of programming and personalities, including an exciting new morning show and Hugh Hefner himself, from Playboy's state-of-the-art Los Angeles studio and the Playboy Mansion. SIRIUS subscribers can "opt-in" for the channel via phone or the Internet, or can choose to block the channel through SIRIUS' parental control system.

About SIRIUS

SIRIUS delivers more than 125 channels of the best commercial-free music, compelling talk shows, news and information, and the most extensive sports programming to listeners across the country in digital quality sound. SIRIUS offers 68 channels of 100% commercial-free music, and features over 55 channels of sports, news, talk, entertainment, traffic and weather for a monthly subscription fee of only \$12.95. SIRIUS is the Official Satellite Radio Partner of the NFL, NBA and NHL and broadcasts live play-by-play games of the NFL, NBA and NHL.

SIRIUS products for the car, truck, home, RV and boat are distributed by Alpine, Audiovox, Brix Group, Clarion, Delphi, Directed Electronics, Eclipse, Jensen, JVC, Kenwood, Magnadyne, Monster Cable, Pioneer, Russound, Tivoli and XACT Communications. Available in more than 25,000 retail locations, SIRIUS radios can be purchased at major retailers including Best Buy, Circuit City, Crutchfield, Costco, Target, Wal-Mart, Sam's Club, RadioShack and at shop.sirius.com.

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

Click on www.sirius.com to listen to SIRIUS live, or to find a SIRIUS retailer or car dealer in your area.

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, 2004 filed with the Securities and Exchange Commission. Among the key factors that have a direct bearing on our operational results are: our dependence upon third parties, including manufacturers of SIRIUS radios, retailers, automakers and programming partners, our competitive position and any events which affect the useful life of our satellites.

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