

SIRIUS Satellite Radio to Launch New Playboy Channel

Expanded Playboy Radio - With New, Exclusive Content - Debuts on SIRIUS in First Quarter 2006 'Playboy Radio Morning Show' Features 'Ask Hef Anything' with Playboy Founder Hugh Hefner Answering Listeners' Questions

NEW YORK, Jan 05, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) and Playboy Enterprises, Inc. (NYSE: PLA, PLAA) today announced an agreement to launch a new 24-hour-a-day, seven day-a-week Playboy-branded radio channel in early 2006. The agreement with SIRIUS will leverage Playboy's vast array of entertainment assets and introduce listeners to the next generation of Playboy Radio.

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

Playboy Radio will feature a full-range of new live programming originally created for SIRIUS, such as a new morning show that will include segments with Playboy founder Hugh Hefner, live call-in shows and broadcasts from the Playboy Mansion. Playboy Radio on SIRIUS will be Playboy's most extensive foray into radio, producing more than four times the content of previous radio ventures, to keep listeners entertained morning, noon and night.

"Playboy, one of the world's most recognizable brands in men's entertainment, joined SIRIUS so it could create compelling original programming that it hasn't been able to do anywhere else before," said Scott Greenstein, SIRIUS President of Entertainment and Sports. "With a lineup that includes the new morning show and other exciting programming to come, the Playboy Radio channel will give listeners unprecedented access into the world of Playboy."

"We are excited to announce the new home of Playboy Radio and chose SIRIUS because it is the clear leader in diverse and compelling radio programming," said Jim Griffiths, President of the Playboy Entertainment Group. "As the leading provider of lifestyle and entertainment programming for adults, we are in a unique position to bring the power of the Playboy brand to satellite radio and to offer an unparalleled program line-up to SIRIUS listeners who are interested in this type of sexy and sophisticated content."

Subscribers wishing to hear Playboy Radio will "opt-in" for the channel, either via the phone or Internet. SIRIUS also offers the ability to block Playboy Radio, and other channels, through its parental control system. The new Playboy Radio channel will be offered at no extra cost to subscribers.

The new channel will originate from Playboy's state-of-the-art Andrita Studio in Los Angeles with remotes from the Playboy Mansion, and will include a broad range of programming, leveraging personalities and elements from Playboy magazine, Playboy.com and Playboy TV. Hugh Hefner, Playboy Playmates, Playboy magazine editors and Playboy TV talent will all have a regular presence on the channel.

Previews of daily line-up:

The Playboy Radio Morning Show - the style and culture of Playboy magazine will come to life every morning in a sophisticated lifestyle-based show. Playboy editors will appear regularly on the morning show to report the latest buzz on everything from celebrities to music to sports. This program will also feature the segment "Ask Hef Anything," where legendary Playboy founder Hugh Hefner will answer listeners' questions.

The Playmate Hour - this daily show will give listeners a peek inside Hef's world and the Playboy Mansion through the eyes of Playboy's famous Playmates. The show will be hosted by a Playmate and will feature daily Playmate interviews and updates.

Afternoon Delight - a live call-in show that will blend sex, humor, information and entertainment. This show will feature frank and honest discussions with guest experts and recurring segments such as "Sex in the News" and "The Playboy Advisor."

Sexy Stories - a daily hour of original sizzling fiction and erotic adventures hosted by the sultry Ginger Jones.

Night Calls Radio - Playboy TV's fiery red-head Tiffany Granath and legendary adult starlet Christy Canyon will steam-up the airwaves with this radio version of the immensely popular Playboy TV series.

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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