

SIRIUS Satellite Radio To Broadcast Play-By-Play Sports From West Virginia University And United States Naval Academy

SIRIUS to Air Key Rivalries Between Navy-Air Force Thursday, Sept. 30 and West Virginia-Virginia Tech Saturday, Oct. 2

NEW YORK – September 30, 2004 - SIRIUS (NASDAQ: SIRI), the premium satellite radio provider known for delivering the very best in commercial-free music and sports programming to cars and homes across the country, today announced SIRIUS will broadcast a comprehensive package of play-by-play sports programming for West Virginia University and the United States Naval Academy.

SIRIUS will carry a live play-by-play broadcast of the Navy vs. Air Force game today at 7:45 p.m. ET, as well as the No. 7-ranked West Virginia Mountaineers vs. the Virginia Tech Hokies game on Saturday, October 2 at 12:00 p.m. ET.

SIRIUS will become the Official Satellite Radio Partner of West Virginia University and United States Naval Academy and will broadcast football, basketball and other events for the two universities. SIRIUS will also broadcast the annual game between historic rivals Army and Navy on December 4, in addition to Navy's women's basketball and the 2004 NCAA Division 1 finalist men's lacrosse team.

"The college football season is in full gear and we're happy to solidify our lineup with two schools that are currently 4-0. We now broadcast sports from 25 universities across the nation," said Joseph P. Clayton, SIRIUS CEO. "West Virginia is ranked top-ten in the nation and if they continue their strong play, could compete for a BCS Bowl appearance, while Navy is off to their best start in recent history."

Early this month, SIRIUS launched SIRIUS College Sports Radio and announced they would broadcast football, basketball and other events for, and become the Official Satellite Radio Partner of, the Alabama Crimson Tide, Auburn Tigers, Colorado Buffaloes, Florida Gators, Iowa State Cyclones, Kansas Jayhawks, Kentucky Wildcats, Louisiana State University Tigers, Michigan Wolverines, Nebraska Cornhuskers, Missouri Tigers, Notre Dame Fighting Irish, Ohio State Buckeyes, Oklahoma Sooners, Oklahoma State Cowboys, South Carolina Gamecocks, Syracuse Orange, Tennessee Volunteers, Texas Longhorns, Texas A&M Aggies, UCLA Bruins, USC Trojans and Vanderbilt Commodores.

The schools are from college sports' most storied conferences, including the SEC, Big 10, Big 12, Big East and Pac-10. SIRIUS College Sports Radio will offer such highly anticipated matchups as Texas - Oklahoma , Michigan-Ohio State , Tennessee - Georgia , LSU-Florida, USC-Notre Dame and many others.

SIRIUS is also the Official Satellite Radio Partner of the NFL, featuring a programming package that brings subscribers live broadcasts of every NFL game. SIRIUS radios for the car and home are available at major retailers nationwide. For more information, go to www.sirius.com.

About SIRIUS

SIRIUS, now available to over 10 million DISH Network satellite TV and SIRIUS Satellite Radio subscribers, provides listeners with over 120 channels of the best commercial-free music, sports, information and entertainment, with digital quality sound coast-to-coast, broadcast daily from New York City, Los Angeles, Nashville, New Orleans, Houston and Daytona. SIRIUS offers 65 channels of 100% commercial-free music, featuring multiple categories of pop, rock, country, hip-hop, R&B, dance, jazz, classical and Latin music, along with more than 50 channels of world-class sports, news, talk entertainment, traffic and weather for a monthly subscription fee of only \$12.95, with greater savings for upfront payments of multiple months or a year or more. SIRIUS also broadcasts live play-by-play games of the NHL and the NFL, and is the official satellite radio partner of the NFL.

SIRIUS Satellite Radio products for the car, truck, home, RV and boat are manufactured by Alpine, Audiovox, Blaupunkt, Clarion, Eclipse, Jensen, JVC, Kenwood, Panasonic and U.S. Electronics, and can be purchased at major retailers including Advanced Auto Parts, Best Buy, Car Toys, Circuit City , Crutchfield, Good Guys, Wal-Mart, Sears, Tweeter and Ultimate Electronics, along with RadioShack and DISH Network outlets.

SIRIUS' exclusive automotive partners DaimlerChrysler, Ford and BMW represent over 40% of new cars and light trucks sold annually in the United States . Automotive brands currently offering SIRIUS radios in select new car models include BMW, MINI, Chrysler, Dodge, Jeep , Nissan, Infiniti, Mazda, Audi, Ford, Lincoln-Mercury, Mercedes-Benz, Porsche and Volkswagen. Automotive brands that have announced plans to offer SIRIUS radios in select models include Jaguar, Volvo, Land Rover and Aston Martin. In 2004, SIRIUS radios are expected to be available in over 80 different car models, with more than 50 of them factory programs. Also, Hertz currently offers SIRIUS in 29 vehicle models at 53 major locations around the country. In addition, the Penske companies – Penske Auto Group, United Auto Group and Penske Trucking – are offering SIRIUS radios as a

factory installed option, where available, in their cars and trucks through their dealerships.

Genmar Holdings, the world's largest manufacturer of recreational boats, Formula Boats and Winnebago, the leading supplier of recreational vehicles and motor homes, also offer SIRIUS.

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, 2003 filed with the Securities and Exchange Commission. Among the key factors that have a direct bearing on our results of operations are: our dependence upon third parties to manufacture, distribute, market and sell SIRIUS radios and components for those radios; the unproven market for our service; our competitive position and any events which affect the useful life of our satellites.