

SIRIUS Satellite Radio Available As Factory Option On BMW 7 Series Sedan

One Year Pre-Paid Subscription to be Included With Factory Installation

NEW YORK – April 7, 2004 – SIRIUS Satellite Radio (NASDAQ: SIRI), known for delivering the very best in commercial-free music and premium audio entertainment to cars and homes across the country, today announced that SIRIUS Satellite Radio will be available this month as a factory installed option and a dealer-installed accessory on the 2004 7 Series Sedans at BMW centers across the country. SIRIUS Satellite Radio is currently available on select 2004 BMW 3 Series, 5 Series, M3, X3, and X5 models.

SIRIUS, BMW's exclusive satellite radio provider, can be purchased as a factory option for only \$595.00. The price includes a one-year pre-paid subscription, plus two bonus months of free SIRIUS service and free activation. BMW will also offer SIRIUS as a dealer-installed accessory.

"BMW owners appreciate premium services and SIRIUS' uncompromised programming fits perfectly into their lifestyles," said Doug Wilsterman, Senior Vice President Automotive OEM for SIRIUS. "SIRIUS' premium music, news and sports programming are the perfect complement to the 7 Series driving experience."

About SIRIUS

SIRIUS provides listeners with over 110 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 over 60, 100% commercial-free, music channels 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, NBA and 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 and Panasonic, and can be purchased at major retailers including Best Buy, Car Toys, Circuit City, Crutchfield, Good Guys, Sears, Tweeter and Ultimate Electronics, along with RadioShack and DISH Network outlets in mid-2004.

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 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 nearly 80 different car models, with over 50 of them factory programs. Also Hertz currently offers SIRIUS in 29 vehicle models at 53 major locations around the country. In addition, 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 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.