

SIRIUS NOW AVAILABLE IN BMW 3 SERIES, 5 SERIES, AND X5 VEHICLES

WOODCLIFF LAKE, NJ and NEW YORK, NY - January 9, 2003 - BMW of North America, LLC and SIRIUS (NASDAQ: SIRI), the only satellite radio service delivering uncompromised coast-to-coast music and entertainment for your car and home, today announced that SIRIUS systems are now available as an accessory on select BMW 3 Series, 5 Series, and X5 vehicles at BMW centers across the country.

All 2003 model year BMW 3 Series sedan and coupe, 5 Series sedan, and X5 vehicles equipped with an in-dash CD radio are compatible with SIRIUS receivers. BMW customers who commit to a one-year SIRIUS service subscription and activate their receivers at a BMW center will receive two months free SIRIUS service plus free activation. Drivers coast-to-coast now have access to SIRIUS' 60 streams of originally programmed, commercial-free music and 40 sports, news, and entertainment streams.

"BMW is excited to offer SIRIUS' unique, uncompromised service to our car buyers," said Hans Duenzl, Vice President, BMW Aftersales and Engineering. "SIRIUS' world-class programming and state-of-the-art technology fit perfectly into the lifestyle of BMW drivers."

"SIRIUS is thrilled to bring our service to BMW buyers. BMW sets the standard for high performance, and SIRIUS complements this by offering the best in digital quality music and entertainment," said Doug Wilsterman, SIRIUS Senior Vice President, OEM.

BMW Group In America

BMW of North America has been present in the United States since 1975. Since then, the BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW and MINI brands; a South Carolina manufacturing operation; DESIGNWORKS/USA, an industrial design firm in California; a technology office in Silicon Valley, and various other operations throughout the country. The BMW Group is represented in the U.S. through networks of 340 BMW car, 327 BMW Sports Activity Vehicle, 148 BMW Motorcycle retailers and 69 MINI car dealers. BMW US Holding Corp., the Group's headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwusa.com

www.bmwmotorcycles.com

www.miniusa.com

About SIRIUS

SIRIUS is the only satellite radio service bringing listeners 100 streams of the best music and entertainment coast-to-coast. SIRIUS offers 60 music streams with no commercials, along with 40 world-class sports, news, and entertainment streams for a monthly subscription fee of \$12.95. Stream Designers create and deliver uncompromised music in virtually every genre to our listeners 24 hours a day. Satellite radio products bringing SIRIUS to listeners in the car, truck, home, RV, and boat are manufactured by Kenwood, Panasonic, Clarion, Audiovox, and Jensen, and are available at major retailers including Circuit City, Best Buy, Sears, Good Guys, Tweeter, Ultimate Electronics, and Crutchfield. SIRIUS is the leading OEM satellite radio provider, with exclusive partnerships with DaimlerChrysler, Ford and BMW. Automotive companies that have announced plans to offer SIRIUS radios in select new car models include Chrysler, Dodge, Jeep®, Ford, Lincoln, Mercury, Mazda, Land Rover, Jaguar, Volvo, Aston Martin, Nissan, Infiniti, BMW, MINI, Audi, and Volkswagen.

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 Registration Statement on Form S-4 (File No. 333-101317) filed with the Securities and Exchange Commission on November 20, 2002. Among the key factors that have a direct bearing on our results of operations are: our need for substantial additional financing in the first half of this year; 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.