

## Howard Stern Marks First Year of the Radio Revolution on SIRIUS Satellite Radio

### King of All Media will rebroadcast the historic 1-9-06 debut show, broadcast the year's Top Ten moments voted by fans, and other show surprises throughout the week

NEW YORK, Jan 09, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) today announced that on the one-year anniversary of his show on satellite radio, Howard Stern has brought millions of new satellite radio subscribers, attracted blue-chip advertisers, and created ground-breaking original programming on his two satellite radio channels.

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

Following his live Howard Stern Show on Jan. 9, Stern will mark the anniversary with a rebroadcast of his historic debut "1-9-06" show on satellite radio. In addition, Stern will broadcast the "Best of 2006 Top 10 Countdown Special," which replays the best moments of the year voted on by fans. The broadcast of The Howard Stern Show on SIRIUS on Jan. 9, 2006 was one of the most highly anticipated moments in the media world. Since that day, Stern has redefined radio with his two exclusive SIRIUS channels - Howard 100 and Howard 101. The anniversary celebration will continue throughout the weekend with replays of the 1.9.07 show, the 1.9.06 show, and the "Best of the 2006 Top Ten Countdown Special" on Saturday, January 13 and Sunday, January 14.

"It's been a great year and the show is better than ever," said Stern. "We've delivered on the promise of satellite radio; I can do whatever I want and say whatever I want."

"Howard Stern is the preeminent radio personality of our times. SIRIUS has given Howard the freedom and platform to do what he does best - uncensored, unrestricted, unbelievable radio," said Scott Greenstein, SIRIUS President, Entertainment and Sports. "Howard's first year on SIRIUS has been an unprecedented success and we eagerly look forward to the future."

Over the last year Stern has welcomed a multitude of celebrities, athletes and VIPs into his state-of-the-art Rockefeller Center studio. The year also marked another milestone in Howard Stern history: SIRIUS acquired and unleashed "The Tapes": 23,000 hours of uncensored Howard Stern broadcasts spanning the last 20 years of his radio career before his start on SIRIUS. "The Tapes" premiered Labor Day Weekend with an all-request, fan favorite special. Currently, SIRIUS airs these Howard Stern Show gems on the weekly series Master Tape Theatre.

Having two dedicated Howard Stern channels makes it possible for SIRIUS to replay The Howard Stern Show all day and night, allowing fans to listen to the show any time. Howard 100 and Howard 101 feature original shows such as The Wrap Up Show, a daily recap of that morning's Howard Stern Show hosted by producer Gary Dell'Abate and Jon Hein; The Bubba the Love Sponge Show, a wild afternoon talk show; The Scott Ferrall Show, a nightly talk show hosted by veteran sports radio personality Scott Ferrall; Jackie's Joke Hunt, a weekly comedy program hosted by former longtime Stern show member Jackie "The Joke Man" Martling; The Riley Martin Show, a weekly show about Martin's alien experience; Superfan Roundtable, a weekly show featuring Stern "superfans" and appearances by the Wack Pack, and The Intern Show, on which the college-age interns reveal the behind the scenes details of working on The Howard Stern Show. At SIRIUS, Howard even has his own news department, the Howard 100 News Team, reporting on all things Howard all the time.

In addition to The Howard Stern Show, Stern has created original and exclusive programming for his two channels over the last year, such as The Bitter Half, a radio drama about Stern show wives and girlfriends, written and produced by Sam Simon, one of the original developers of The Simpsons. The Bitter Half starred Howard Stern, Beth Ostrosky, John Stamos, Gilbert Gottfried, Robin Quivers, Fred Norris, Artie Lange, Andrew Dice Clay, George Takei, Gary Dell'Abate, Mary Dell'Abate, Allison Norris, Craig Gass and Ralph Cirella.

Howard Stern and his channels have made significant contributions to SIRIUS' growing advertising revenue, and have drawn world-famous brands as advertisers.

#### About SIRIUS

SIRIUS, "The Best Radio on Radio," delivers more than 130 channels of the best programming in all of radio. SIRIUS is the original and only home of 100% commercial free music channels in satellite radio, offering 69 music channels. SIRIUS also delivers 65 channels of sports, news, talk, entertainment, traffic, weather and data. 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. All SIRIUS programming is available for a monthly subscription fee of only \$12.95.

SIRIUS Internet Radio (SIR) is a CD-quality, Internet-only version of the SIRIUS radio service, without the use of a radio, for the

monthly subscription fee of \$12.95. SIR delivers more than 75 channels of talk, entertainment, sports, and 100% commercial free music.

SIRIUS products for the car, truck, home, RV and boat are available in more than 25,000 retail locations, including Best Buy, Circuit City, Crutchfield, Costco, Target, Wal-Mart, Sam's Club, RadioShack and at [shop.sirius.com](http://shop.sirius.com).

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

Click on [www.sirius.com](http://www.sirius.com) to listen to SIRIUS live, or to purchase a SIRIUS radio and subscription.

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, 2005 and Quarterly Reports on Form 10-Q for the quarters ended June 30, 2006 and September 30, 2006 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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