

# SIRIUS Satellite Radio Unveils Exclusive Programming Line-Up for Martha Stewart Living Radio Channel

## Expert Lifestyle and 'How-to' Information Available Wherever and Whenever You Need It

NEW YORK, Nov 16, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) and Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) announced today the initial programming details for Martha Stewart Living Radio, which will debut November 21st on SIRIUS channel 112. The 24-hour-a-day, seven day-a-week channel, delivering "how-to" guidance and advice from America's most trusted lifestyle experts at Martha Stewart Living Omnimedia, will inspire and inform. With listeners able to participate anytime by calling in, Martha Stewart Living Radio will create a national on-air community.

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

Martha Stewart will lead a peerless lineup of chefs, designers, columnists, craftspeople and specialists, many of whom are already regular contributors to MSLO's award-winning portfolio of magazines, television shows and merchandise. The radio shows will focus on all aspects of good living, including cooking, decorating, fitness, beauty, health, and "how-to" projects for parents and children.

"Martha Stewart Living Radio brings all the assets of Martha Stewart Living Omnimedia to a readily accessible format for all the women on the go everyday," said Scott Greenstein, President of Entertainment and Sports, of SIRIUS. "This radio station brings SIRIUS listeners the best 'how-to' expertise in the fields where Martha and her team of experts excel. Martha Stewart Living Radio will give listeners an unprecedented opportunity to work with Martha and her experts."

"I have always been a huge fan of radio, and I am so pleased that our expertise in the lifestyle arena will now allow us to reach consumers everywhere and anywhere they may be," said Martha Stewart, Founder. "Radio is the perfect medium for learning and storytelling, and we look forward to sharing with listeners programming that is at once educational and interesting, and some that's just fun. Martha Stewart Living Radio is a place where listeners will be entertained and sometimes surprised, but always where they can learn something new every day."

Martha Stewart will be a regular presence on the channel. She will host a weekly one-hour program, Ask Martha, during which she'll personally answer listeners' questions. Ms. Stewart will share happy memories from the past (her "Remembering" columns, broadcast daily) as well as her advice to budding entrepreneurs, as she has in her new best-selling business book, The Martha Rules. Simulcasts of her syndicated TV talk show, MARTHA, will air daily, and helpful tips and tricks from Ms. Stewart will be laced through programming throughout the day. Sirius has also put microphones at Martha's offices, television studio, and Bedford home, so that Martha can pop onto the radio at any time.

"Whatever"

Martha is not the only Stewart on the MSLR schedule. Martha's daughter, Alexis Stewart, is teaming with Jennifer Koppelman Hutt, daughter of Charles Koppelman, Chairman of the Board of MSLO, to co-host "Whatever," a daily talk show (12-2pm ET) on topics ranging from pop culture to personal relationships. They will talk openly and humorously about "whatever" they're thinking, reading, or hearing about, and Martha expects to frequently call in to offer her perspective and compare notes on weekend adventures.

Thanksgiving Week Debut

Launching the week of Thanksgiving, Martha Stewart Living Radio will be the definitive resource for holiday planning and enjoyment -- "all Thanksgiving, all the time." For the debut week, listeners will discover how to cook the perfect Thanksgiving turkey, how to decorate and prep their home for company, and how to take the mystery out of wine selection.

Post-Thanksgiving Programming

The core of Martha Stewart Living Radio will be shows hosted by Martha and her team of experts covering a variety of key areas. Taking full advantage of radio's unique ability to connect intimately to a listener, Martha and her team will share advice, education, stories, history and live conversation with listeners nationwide.

\* **Cooking and Entertaining:** Martha's deft chefs (including Lucinda Scala Quinn and Sandy Gluck) will suggest great menus, share culinary tips, and offer guidance on finding the best ingredients. They'll even suggest what to pack in your child's lunchbox each day.

- \* Decorating and Home: Kevin Sharkey, Melanio Gomez, and many others will talk beautifying, cleaning and organizing. What's the proper way to clean grimy wood floors, store holiday ornaments, or clear away clutter? Curtains or blinds? And oh, what a difference some fringe can make!
- \* Gardening: Even if it's cold outside, Martha's homegrown gardening experts, led by Margaret Roach and Andrew Beckman, will suggest ways to keep a listener's life in bloom.
- \* Collecting: Did you know that a popular plastic toy can trace its roots to metal pie tins, which were once emblazoned with the name of a local baking company? That's how the Frisbee got its name. Fritz Karch knows it all.
- \* Crafts: The audience will never think about cranberries the same way again ... or, for that matter, snow globes ... or wreaths. Hannah Milman will share clever crafting projects and techniques.
- \* Design and Style: Gael Towey and her team will talk trends -- and often set them.
- \* Weddings: Darcy Miller and the Martha Stewart Weddings team know all the tricks for planning a unique and beautiful day, and also allow happy already-marrieds to share wisdom with jittery brides-to-be.
- \* Kids: There's a perfect project or puzzle for every rainy day, and every nice one, too. Jodi Levine will lead Martha's team for engaging and involving your children.

PLUS:

- \* The Word of the Day: A wry mini vocabulary lesson, new each weekday.
- \* The Naturalist's Datebook: Here's what happened on this day in natural history.

Beyond the traditional core of MSL expertise, Martha Stewart Living Radio will tackle many topics that are mainstays of Body + Soul magazine. MSLR will also branch into new areas, such as entrepreneurship and career coaching.

- \* Yoga for Everyone: Seven days a week, in the comfort of their own homes, listeners can limber up to two-half-hours of clear, concise yoga instruction from a variety of leading teachers representing a variety of styles and disciplines. The morning half-hour will be energizing; and the evening half-hour lets listeners end their day calm and focused.
- \* Petkeeping with Marc Morrone: TV personality Marc Morrone will answer audience questions live every Friday night so that pets complement our lives, not complicate them.
- \* The Natural Vet: Dr. Shawn Messonnier, regular columnist in Body + Soul, will share his holistic approach to our fine feathered, finned, or furry friends.
- \* From the Center: Dr. Woody Merrell and his team of integrative health-care specialists at New York's Continuum Center for Health and Healing practice a blend of traditional medicine and alternative therapies. "From the Center" will feature leaders at the forefront of this healthcare evolution, offering advice and discussing healing concepts, while sharing powerful healing stories. Hosted by Barbara

Glickstein, R.N.

- \* The Visiting Hour with Dr. Brent Ridge: Internal medicine and gerontology specialist Dr. Brent Ridge, head of the new Martha Stewart Center for Living at Mount Sinai Hospital in New York, will host a show that is dedicated to living healthfully and aging gracefully.
- \* Louden Clear with Life Coach Jennifer Loudon: Best-selling author, personal coach, and social commentator Jennifer Loudon will inspire listeners to develop their own recipe for life balance.
- \* Beauty Talk with Eva Scrivo: Owner of the award-winning New York City salon that bears her name, acclaimed hair and makeup artist Eva Scrivo will answer questions and keep listeners looking their best.
- \* Career Coaching: Maggie Mistal, MSLO corporate training manager, will answer listeners' calls on finding a mentor, getting promoted, networking, defining your goals, and other delights of the workplace.
- \* Start-ups: Host Joan Durand will share insight from women who've started their own businesses.
- \* From Scratch: Jessica and Matt Harris will talk to maverick entrepreneurs about their mistakes, lessons, and triumphs.
- \* Tech Talk: How much RAM do you really need, and other tips.

Listeners can participate anytime by calling the Martha Stewart Living Radio studio at 1-866 675 6675.

For those who want to subscribe to Martha Stewart Living Radio on SIRIUS, information is available at <http://www.SIRIUS.com> and <http://www.marthastewart.com> or by calling 800-869-5059 or 800-869-5547.

#### About SIRIUS

SIRIUS delivers more than 120 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 65 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 also broadcasts live play-by-play games of the NFL, NHL and NBA and is the Official Satellite Radio Partner of the NFL 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 and RadioShack. SIRIUS is also available at heavy truck dealers, truck stops and travel centers nationwide.

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 <http://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.

About MSLO:

Martha Stewart Living Omnimedia, Inc. (MSLO) is a leading provider of original "how-to" information, inspiring and engaging consumers with unique lifestyle content and high-quality products. MSLO is organized into four business segments: Publishing, Television, Merchandising, and Internet/Direct Commerce. Martha Stewart Living Omnimedia, Inc. is listed on the New York Stock Exchange under the ticker symbol MSO.

This press release includes certain "forward-looking statements," as that term is defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are not historical facts but instead represent only our current beliefs regarding future events, many of which, by their nature, are inherently uncertain and outside of our control. These statements can be identified by terminology such as "may," "will," "should," "could," "expects," "intends," "plans," "anticipates," "believes," "estimates," "potential" or "continue" or the negative of these terms or other comparable terminology. The Company's actual results may differ materially from those projected in these statements, and factors that could cause such differences include: adverse reactions to publicity relating to Martha Stewart by consumers, advertisers and business partners, including an adverse reaction to the resolution of legal proceedings in which she is a party; adverse resolution of some or all of the Company's ongoing litigation; downturns in national and/or local economies; shifts in our business strategies; a loss of the services of Ms. Stewart; a loss of the services of other key personnel; a softening of the domestic advertising market; changes in consumer reading, purchasing and/or television viewing patterns; unanticipated increases in paper, postage or printing costs; operational or financial problems at any of our contractual business partners; the receptivity of consumers to our new product introductions; and, changes in government regulations affecting the Company's industries. Certain of these and other factors are discussed in more detail in the Company's filings with the Securities and Exchange Commission, especially under the heading "Management's Discussion and Analysis of Financial Condition and Results of Operations", which may be accessed through the SEC's World Wide Web site at <http://www.sec.gov>. The Company is under no obligation to update any forward-looking statements after the date of this release.

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