

50 Cent To Join Eminem Shade 45 Channel Shade 45 Channel

"G Unit Radio" to Air All Day Saturdays With a Lineup of DJs and Shows

NEW YORK – February 24, 2005 – SIRIUS Satellite Radio (NASDAQ: SIRI) announced today that multi-platinum artist 50 Cent will create and host exclusive programming on Shade 45, the new uncensored hip-hop radio channel co-produced by SIRIUS and Eminem.

50 Cent will oversee *G Unit Radio*, which will take over Shade 45 all day on Saturdays with an innovative mix of shows and DJs produced by his own DJ, Whoo Kid.

"I'm bringing my A-game to SIRIUS," said 50 Cent. "*G Unit Radio* is gonna blow up on Shade 45."

"Eminem and 50 Cent are two of the biggest names in hip-hop today" said SIRIUS President of Sports and Entertainment Scott Greenstein. "On Shade 45, 50 Cent will bring *G Unit's* world to SIRIUS listeners."

SIRIUS launched Shade 45, the uncensored, commercial-free hip-hop music channel created by Eminem, Shady Records, Interscope Records and SIRIUS in October 2004. The channel also features other high profile figures in the world of hip-hop, including Eminem's own DJ Green Lantern and Radio/Mixshow DJ of the Year Clinton Sparks. The channel also regularly features celebrity guests.

50 Cent, one of the most notorious figures in rap music, is also one of its most successful. His 2003 debut album, *Get Rich or Die Tryin'*, has sold more than 11 million copies. He has launched a successful *G Unit* clothing and footwear line, and can also be seen in an upcoming Jim Sheridan film, which is reported to be a semi-autobiographical film based on his ascension from drug dealer to superstar.

50 Cent's first radio show on SIRIUS, *The Personal Preview Special*, will showcase songs and exclusive commentary from his new album *The Massacre*, due out on March 3rd. The show will be co-hosted by Whoo Kid and will air tomorrow, Friday February 25th at 8 p.m. ET, only on Shade 45.