

SIRIUS Satellite Radio Named to Brandweek Magazine's List of 2005 Marketers of the Year

"SIRIUS Has Become a Company to Watch" says Brandweek

NEW YORK, Oct 10, 2005 /PRNewswire-FirstCall via COMTEX/ -- Brandweek magazine, the Newsweekly of Marketing, named SIRIUS Satellite Radio (Nasdaq: SIRI) as one of the top marketers of the year. SIRIUS was named in Brandweek's 14th annual Marketers of the Year Awards which recognizes marketers who have best used creativity and instinct to break through with national brands.

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

Occupying the technology and consumer electronics category awarded last year to Apple's iPod, SIRIUS received the award at Brandweek's Marketer of the Year Awards dinner and presentation Oct. 6th at the Arizona Biltmore Hotel in Phoenix, AZ.

SIRIUS is featured in this week's Brandweek magazine, with a story reporting that in only one year SIRIUS tripled its brand awareness among consumers. The magazine profiles the work of Scott Greenstein, SIRIUS President, Entertainment and Sports, and his team, as they worked to shape the SIRIUS brand as the most compelling place in all of radio.

SIRIUS, Brandweek noted, has become an established brand name that is "more closely aligned with satellite radio in the minds of consumers than its larger rival," Brandweek reports. Noting that SIRIUS has signed major talent for its channels and programs, such as Howard Stern, Martha Stewart, and Eminem, Brandweek says, "SIRIUS Satellite Radio is beaming brightly."

"SIRIUS is honored to be recognized by Brandweek magazine as a recipient of this prestigious award," said Greenstein. "As satellite radio continues to experience explosive growth, we strive to create an image of our company and the programming we offer that differentiates us from the rest of radio. Our continued success in this area is an important element of our future, and we are very pleased that Brandweek has given us this distinct recognition."

Greenstein credited his team's creativity and dedication for this success. "We are very fortunate at SIRIUS to have a winning combination of creative and exceptionally talented people who come to work everyday determined to produce the very best radio service available to the public," he added.

Launched in 2002, SIRIUS has grown quickly and now has over 2.17 million paid subscribers with 3 million expected by the end of this year. SIRIUS' programming lineup is a diverse array of hosts, performers, and celebrities, including Lance Armstrong, Senator Bill Bradley, Eminem, with Martha Stewart beginning this fall, and Howard Stern starting in January 2006.

SIRIUS Satellite Radios can be purchased at mobile electronics retailers across the country, and are included in vehicles from major car manufacturers such as DaimlerChrysler, Ford, BMW, Audi, Nissan, Volkswagen, Toyota, Lexus, and Mitsubishi. The company is also introducing a number of competitively priced new products at retail this fall that will make it easier than ever to subscribe to SIRIUS.

Brandweek's Marketer of the Year awards go to outstanding marketers from a list of candidates developed in-house by a panel of reporters and editors. All candidates are scored by merit and marketplace efforts that not only speak for themselves in terms of brand performance and sales, but can be traced back to individual efforts. Strategic insight, media usage and creativity are also factored into each final score. The list is then narrowed to the top 10, from which a Grand Marketer of the Year is selected.

Brandweek Magazine is part of the VNU Media Group, which also publishes AdWeek and MediaWeek Magazines.

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 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.

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