

SIRIUS Number One in Retail Market Share in September

- Satellite Radio Broadcaster Captured 56% of Retail Sales According to The NPD Group
- SIRIUS Reaffirms Guidance of Three Million Subscribers by Year-End

NEW YORK, Oct. 19 /PRNewswire-FirstCall/ -- SIRIUS Satellite Radio (Nasdaq: SIRI - News) today announced that it captured 56% of satellite radio sales at retail in September, the highest monthly share to date for the satellite radio broadcaster, according to figures released by The NPD Group*.

Over 82,000 SIRIUS tuners were sold in September 2005, a 93% increase over September 2004 SIRIUS tuner sales, and a 52% increase over August 2005 SIRIUS tuner sales.

"This increase in retail market share is extraordinarily positive for SIRIUS, especially given that we are now about to enter the busiest time of the year for us at retail," said Mel Karmazin, CEO of SIRIUS. "We have the strongest programming in all of radio, with great commercial free music, the NFL, Martha Stewart starting soon and Howard Stern coming in January of 2006, and we have innovative and competitively priced new products that are now reaching store shelves. This is an unbeatable combination that should translate into a strong fourth quarter for us."

SIRIUS also reaffirmed that it expects to have 3 million subscribers by the end of this year.

(*Source: The NPD Group. Channels include Electronics Specialty, Audio/Video Specialty, Mobile Electronics and Mass.)

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®, 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.

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