

# Emmy Winning Broadcaster John Madden Returns for His Fourth NFL Season on SIRIUS Satellite Radio

## Hall of Famer continues role as analyst on SIRIUS NFL Radio, channel 124

NEW YORK, Aug 30, 2007 /PRNewswire-FirstCall via COMTEX News Network/ --

SIRIUS (Nasdaq: SIRI), the Official Satellite Radio Partner of the NFL, announced today that veteran NFL broadcaster and Super Bowl winning head coach John Madden will return for his fourth season as a commentator on SIRIUS NFL Radio, channel 124. SIRIUS NFL Radio is the only radio channel covering the NFL 24 hours a day, 365 days a year.

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

Throughout the 2007 NFL season, Madden will join fellow SIRIUS hosts Adam Schein and Gil Brandt every Sunday on The Stadium Tailgate Show, SIRIUS NFL Radio's exclusive pre-game program which airs Sundays from 9:00 am - 12:00 pm ET. Madden will also appear every Friday and Monday throughout the season on The Afternoon Blitz, the talk show hosted by Schein, Solomon Wilcotts and Jim Miller that airs weekdays from 3:00 - 7:00 pm ET exclusively on SIRIUS NFL Radio.

"Nobody delivers NFL information with the passion and flair that John Madden brings to the airwaves," said Scott Greenstein, SIRIUS' President of Entertainment and Sports. "Every time he's at the mic, listeners get a performance that is as entertaining as it is informative. We're very pleased to have John on SIRIUS NFL Radio for another season, where millions of NFL fans around the country will be able to tune in for his unique brand of analysis every Friday, Sunday and Monday."

"SIRIUS NFL Radio is a great way for fans to stay on top of everything going on around the league," said Madden. "I've enjoyed previewing games for the listeners and I'm looking forward to another great season on the air."

One of the most popular broadcasters in all of sports, Madden is entering his 27th season as an NFL analyst. He has been a SIRIUS NFL Radio commentator since 2004 and currently serves as lead analyst for NBC's Sunday Night Football broadcasts. The National Academy of Television Arts and Sciences has honored Madden with 15 Emmy Awards for Outstanding Sports Analyst/Personality and he was inducted into the Pro Football Hall of Fame in 2006. Prior to his career on television, Madden was head coach of the Oakland Raiders from 1969 through the 1978 season, where he compiled a 103-32-7 record and led the team to victory in Super Bowl XI.

SIRIUS broadcasts every pre-, regular, and post-season game of the NFL season, offering listeners both home and visiting team broadcasts.

SIRIUS also broadcasts play-by-play action from the NBA, NASCAR, NCAA, Arena Football League, Canadian Football League, English Premier League soccer, Champions League soccer, Scottish Premier League soccer, the Wimbledon Championships and live coverage of several of the year's top thoroughbred horse races.

### 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, NASCAR and NBA, and broadcasts live play-by-play games of the NFL and NBA, as well as live NASCAR races. 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 80 channels of talk, entertainment, sports, and 100% commercial free music.

SIRIUS Backseat TV(TM) is the first ever live in-vehicle rear seat entertainment featuring three channels of children's TV programming, including Nickelodeon, Disney Channel and Cartoon Network, for the subscription fee of \$6.99 plus applicable audio subscription fee.

SIRIUS products for the car, truck, home, RV and boat are available in more than 20,000 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, Maybach, Mazda, Mercedes-Benz, MINI, Mitsubishi, Nissan, Rolls Royce, Scion, Toyota, Volkswagen,

and Volvo. Hertz also offers SIRIUS in its rental cars at major locations around the country.

Click on <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, 2006 filed with the Securities and Exchange Commission. Among the significant factors that could cause our actual results to differ materially from those expressed are: our pending merger with XM Satellite Radio Holdings, Inc. ("XM"), including related uncertainties and risks and the impact on our business if the merger is not completed; any events which affect the useful life of our satellites; our dependence upon third parties, including manufacturers of SIRIUS radios, retailers, automakers and programming providers; and our competitive position versus other audio entertainment providers.

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