

Legendary Radio Personality 'Cousin Brucie' Renews Multi-Year Deal Exclusively With SIRIUS Satellite Radio

NEW YORK, Sept 26, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) announced today that famed broadcaster and legendary radio personality Bruce Morrow, known to his legion of fans as 'Cousin Brucie,' has renewed an exclusive multi-year deal with the satellite broadcaster. The deal demonstrates the company's ongoing commitment to playing Oldies music from the 50s and 60s, and makes SIRIUS the only radio outlet where listeners can hear 'Cousin Brucie.'

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

Brucie will continue to host Cousin Brucie's Saturday Night Party, a show that he launched in 1958 on New York radio. The show airs Saturdays from 8 pm to 12 midnight ET on SIRIUS' 60s Vibrations channel 6. He will also host Rockin' with the Cuz, Wednesdays from 5 pm to 9 pm ET, also on 60s Vibrations. Both shows will feature Brucie's playlist from three decades of music with listener dedications, phone calls and e-mails.

Brucie's presence will increase on SIRIUS with special live broadcasts from events in New York City and The Rock and Roll Hall of Fame throughout the year. Brucie will also host Cousin Brucie's Music and Memories, mini-audio documentaries airing throughout the day on 60s Vibrations and SIRIUS Gold channel 5, in which Brucie will discuss the music and events of the early days of rock and roll. Brucie will also host the New York Minute on the SIRIUS New York traffic channel where he will highlight local New York events and fun facts.

"Cousin Brucie has been a beloved icon in the hearts of music fans and a staple on their radio dial for over four generations," said Scott Greenstein, President, Entertainment and Sports, SIRIUS. "He is a trusted authority and the definitive voice of the Oldies music from the 50s and 60s. SIRIUS is thrilled to continue bringing Brucie's talents to his devoted national audience and future generations of music fans."

"I have made the choice to continue my career at SIRIUS because of the creative freedom I have been given and the opportunity to continue to grow, and because of SIRIUS' commitment to the genre," said Cousin Brucie. "SIRIUS allows me to reach my entire national audience. I am thrilled to be a part of the future of radio."

Cousin Brucie's new book, *Doo Wop: The Music, The Times, The Era* (Sterling), will be published in November. The book is a comprehensive history of the distinctive Doo Wop music genre in the 1950s.

Brooklyn-born Bruce Morrow joined SIRIUS following the June 3, 2005 demise of the local oldies station in New York, where he had been one of the city's most popular on-air hosts since 1984. Brucie has been a mainstay of New York hit radio for more than 40 years, prior to 1984 he held on-air positions at New York radio stations. He also hosted the nationally syndicated *Cruisin' America* radio program on the CBS Radio network and is well known for his role as the magician in the 1987 film *Dirty Dancing*, for which he was also the music consultant. Brucie has also been inducted into the Broadcast and Cable Hall of Fame, Radio Hall of Fame, NAB Hall of Fame, NY State Broadcasters Hall of Fame and has an exhibit in the Rock and Roll Hall of Fame.

For more information, visit www.sirius.com.

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.

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 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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