

# **SIRIUS Satellite Radio to Launch Weekly Talk Show Hosted by Fitness Expert Richard Simmons**

## **Best Selling Author, TV Personality Will Inspire, Motivate with Direct Phone Calls to Listeners**

NEW YORK, Aug 11, 2005 /PRNewswire-FirstCall via COMTEX/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) today announced that world renowned fitness expert Richard Simmons will create and host a weekly three hour talk show that will air exclusively on SIRIUS beginning on Sunday, October 2nd.

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

The best-selling author and television personality is now turning to satellite radio as a means to inspire and motivate the nation. Simmons receives many letters each day from Americans with weight and self-esteem problems who are reaching out for his support, advice and motivation. On his SIRIUS radio show, airing Sundays from 3 pm to 6 pm ET, Simmons will read people's letters on the air and then call them to give advice, provide a proverbial shoulder to cry on or just make them laugh. Simmons will often broadcast the show live from his Beverly Hills weight loss center, SLIMMONS, with a live studio audience who will have the opportunity to interact directly with him. In addition, he will give the latest information on health, diet, fitness and overall well-being.

"The exciting thing about this show on SIRIUS is being able to reach a national audience on a personal level. SIRIUS enables me to directly respond to listeners, and to help and support millions of people across the country as they listen in the privacy and comfort of their own car or home," says Simmons.

"Richard Simmons is a great addition to SIRIUS' all-star lineup. He has a tremendous fan base throughout the United States and this will allow him to have intimate and personal conversations with his supporters on a weekly basis, as if each and everyone of them were in his studio in Beverly Hills. Richard's quick wit, passion and enthusiasm will make truly entertaining and enlightening radio," said Scott Greenstein, SIRIUS President of Entertainment and Sports.

Simmons has released 50 fitness videos, which have sold over 20 million copies. An accomplished author, Simmons has written nine books including the New York Times best seller, Never Say Diet, his autobiography Still Hungry- After All These Years, and three bestselling cookbooks.

For many years, Richard Simmons has helped and touched the hearts of millions of people through his books, videos and personal appearances. Simmons has the unique gift of using humor and laughter to help those with serious issues. He also has had enormous longevity with his programs that focus on weight loss, exercise and most importantly, positive encouragement. Many fad diets have come and gone but Simmons' simple philosophy of balanced eating programs and exercise has continued to help millions of people. Simmons' success as a fitness expert led to many national and television appearances, including his own nationally syndicated television series The Richard Simmons Show, which ran for four years and received several Emmy Awards. He continues to be one of the most in-demand public speakers on fitness and diet and gives lectures around the country. In addition, Simmons created SLIMMONS, a weight loss, exercise and motivational center in Beverly Hills where he still teaches weekly aerobic classes.

### About SIRIUS

SIRIUS delivers more than 120 channels of the best commercial-free music, compelling talk shows, news and information, and the most exciting 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 and NBA, and is the Official Satellite Radio partner of the NFL.

SIRIUS radios for the car, truck, home, RV and boat are manufactured by Alpine, Audiovox, Blaupunkt, Clarion, Delphi, Jensen, JVC, Kenwood, Pioneer, Sanyo 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, Office Depot, Sears, Target, Wal-Mart and RadioShack. SIRIUS is also available at heavy truck dealers and truck stops 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](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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