2007 NFL Season Kicks Off on SIRIUS September 6

'NFL Sunday Drive' gives listeners from coast to coast broadcasts of every NFL game SIRIUS NFL Radio channel 124 delivers the most comprehensive radio coverage of the NFL 24 hours a day, 365 days a year Reggie Bush, John Madden, Tiki and Ronde Barber, Shannon Sharpe and others all part of All-Star lineup on SIRIUS NFL Radio

NEW YORK, Aug 31, 2007 /PRNewswire-FirstCall via COMTEX News Network/ --

SIRIUS (Nasdaq: SIRI), the Official Satellite Radio Partner of the NFL, will air every game of the 2007 NFL season live for the fourth straight year, offering listeners both home and visiting team broadcasts as well as national radio broadcasts.

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

The 2007 NFL regular season kicks off at 8:30 pm ET on Thursday, Sept. 6, with the Super Bowl champion Indianapolis Colts hosting the New Orleans Saints at the RCA Dome. On SIRIUS, fans will hear the Colts radio broadcast on channel 123 and the Saints radio broadcast on channel 126, plus the national radio broadcast on channel 124.

SIRIUS is the one and only home of NFL Sunday Drive, the broadcast lineup that offers live nationwide every pre-, regular and post-season NFL game, including the Super Bowl and Pro Bowl. A full schedule of NFL games on SIRIUS is available at www.SIRIUS.com/NFL.

"SIRIUS provides the most complete NFL coverage available, with a combination of live play-by-play and daily NFL talk that can't be found anywhere else," said Steve Cohen, SIRIUS' Vice President of Sports Programming. "NFL fans can hear all the games on SIRIUS, listen to in-depth interviews with their favorite players and coaches and then talk about it with our experts on SIRIUS NFL Radio."

SIRIUS NFL Radio channel 124, the acclaimed radio channel dedicated entirely to pro football talk, continues to provide unparalleled radio coverage of the NFL 24 hours a day, 365 days a year. SIRIUS NFL Radio features exclusive daily talk shows hosted by NFL experts, interviews with players and coaches from around the league, plus in-depth coverage of the NFL Draft, training camps, fantasy football and more.

The roster of hosts on SIRIUS NFL Radio includes current and former players, coaches and executives such as Tiki Barber, Ronde Barber, Carl Banks, Gil Brandt, Randy Cross, Daryl Johnston, Pat Kirwan, Jim Miller, Dan Reeves, Jerry Rice, Tim Ryan, Shannon Sharpe and Solomon Wilcots, as well as NFL experts and insiders like Adam Schein, Bruce Murray, Bryan McGovern, Jack Arute, Howard Balzer, Adam Caplan, Vic Carucci, John Hansen, Dan Leberfeld, Alex Marvez, Gary Myers and Steve Torre.

New this season to SIRIUS will be an exclusive weekly report featuring star New Orleans Saints running back Reggie Bush. Every Wednesday at 5:15 pm ET throughout the season SIRIUS listeners will hear first-person commentary from Bush as he provides an inside look at his second NFL season. Bush will recap games, break down upcoming match-ups and comment on teams and topics

from around the league. The reports will air as part of The Afternoon Blitz, exclusively on SIRIUS NFL Radio channel 124.

Emmy winning broadcaster John Madden returns for his fourth season on SIRIUS. Madden will join fellow SIRIUS hosts Adam Schein, Gil Brandt and Steve Cohen 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 with Schein, Solomon Wilcots and Jim Miller.

NFL on SIRIUS - Week 1: (All times ET)

				Channels:		
				Away Feed	Home Feed	Nat'l Feed
Thu	9/6	8:30 PM	New Orleans @ Indianapolis	126	123	124
Sun	9/9	1:00 PM	Atlanta @ Minnesota	123	125	
Sun	9/9	1:00 PM	Philadelphia @ Green Bay	126	114	
Sun	9/9	1:00 PM	Carolina @ St. Louis	146	147	
Sun	9/9	1:00 PM	Denver @ Buffalo	143	110	

Sun	9/9	1:00 PM	Kansas City @ Houston	107	140	
Sun	9/9	1:00 PM	Miami @ Washington	119	130	
Sun	9/9	1:00 PM	New England @ NY Jets	181	122	
Sun	9/9	1:00 PM	Pittsburgh@ Cleveland	121	153	
Sun	9/9	1:00 PM	Tennessee @ Jacksonville		158	
Sun	9/9	4:15 PM	Chicago @ San Diego	122	125	
Sun	9/9	4:15 PM	Detroit @ Oakland	123	126	
Sun	9/9	4:15 PM	Tampa Bay @ Seattle	147	119	
Sun	9/9	8:15 PM	NY Giants @ Dallas	126	122	123
Mon	9/10	7:00 PM	Baltimore @ Cincinnati	126	123	124
Mon	9/10	10:15 PM	Arizona @ San Francisco	126	123	124

SIRIUS NFL Radio channel 124 Daily Schedule: (All times ET)

Weekdays
-- 7 - 10 am: The Opening Drive with Bob Papa & Randy Cross
-- 10 am - 1 pm: Movin' The Chains with Tim Ryan, Pat Kirwan, Shannon Sharpe & Papa
-- 1 - 3 pm: The Red Zone with Bruce Murray, Daryl Johnston, Gil Brandt, Ryan & Kirwan
-- 3 - 7 pm: The Afternoon Blitz with Adam Schein, Solomon Wilcots & Jim Miller
-- 7 - 8 pm: NFL Network's Total Access
-- 8 - 11 pm: Late Hits with Bryan McGovern, Jerry Rice, Dan Reeves, Carl Banks & Miller

Tuesdays
-- 7 - 9 pm: Ronde and Tiki's Barber Shop with Ronde & Tiki Barber

Fridays
-- 8 - 11 pm: SIRIUS Fantasy Football with Adam Caplan & John Hansen

Saturdays
-- 8 - 11 am: The Weekend Kickoff with Paul Allen & Jeff Dubay
-- 11 am - 2 pm: Press Coverage with Vic Carucci & Dan Leberfeld
-- 2 - 4 pm: Chalk Talk - Highlights from the week on SIRIUS NFL Radio
-- 4 - 7 pm: The End Zone with Pat Kirwan & Bryan McGovern
-- 7 - 10 pm: Late Hits with Howard Balzer

Sundays
-- 9 am - Noon: The SIRIUS Tailgate Show with Adam Schein, John Madden, Gil Brandt and Steve Cohen
-- Noon - 8 pm: The Sunday Drive with Steve Torre and Bryan McGovern. Live cut-ins to NFL games, Up-to-the-minute news and highlights from around the league and post-game interviews from the day's star performers
-- 8 pm - Midnight: NFL Rewind with Jack Arute & Jim Miller

For more information SIRIUS programming log on to 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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