

SIRIUS Satellite Radio Hires Dynamic Radio Industry Advertising Executives

Sam Benrubi, Stephen Smith To Form Cornerstone for Building SIRIUS' Ad Sales Team

SIRIUS Committed to Building Ad Revenue on its Sports, Talk, Traffic, News, and Entertainment Channels

NEW YORK - February 24, 2005 - SIRIUS Satellite Radio (NASDAQ: SIRI) today announced that it hired two of the radio industry's most respected and accomplished advertising executives, Sam Benrubi and Stephen Smith, to help build advertising revenue on its non-music channels. SIRIUS provides 65 channels of 100% commercial-free music; SIRIUS does offer commercial time to advertisers on its more than 55 talk, traffic, news, sports and entertainment channels.

The appointments follow key programming announcements that enhance advertisers' ability to buy time on SIRIUS to reach a national audience. Recent programming announcements include this week's announcement that SIRIUS will be the new home of NASCAR in 2007; SIRIUS will sell all advertising time on its NASCAR channel and during the race broadcasts.

"Sam and Steve are two of the best radio advertising sales executives in the country, with deep experience in broadcast advertising sales related to sports, Howard Stern, and other prominent talk show personalities," said Scott Greenstein, SIRIUS President of Entertainment and Sports. "Their appointments are an important part of the next step in the growth of SIRIUS, following our acquisition of significant programming assets that now allow SIRIUS promising advertising revenue possibilities. They will lead a team to build our advertising revenue stream to its fullest."

Sam Benrubi, a senior nationwide advertising executive who has led network and local sales teams at Westwood One and Infinity Broadcasting, was named Senior Vice President, Advertising Sales. Benrubi will lead a team committed to developing long-term relationships with national advertisers and developing a strong stream of revenues from advertising to complement SIRIUS' fast-growing revenues from subscribers. Benrubi will report directly to Greenstein.

Beginning with ad sales for "Imus in the Morning" and the Howard Stern shows on WNBC-AM over 20 years ago, Benrubi has held key advertising sales positions for Madison Square Garden, Westwood One and at Infinity Broadcasting radio stations in Philadelphia and New York City. Throughout his career, he has generated hundreds of millions of dollars in advertising revenue for radio from sports franchises such as the NFL, NHL, NCAA Basketball and college football to music programming, including countdown shows, weekly concerts and major tour events, as well as multiple talk programs.

Reporting to Benrubi will be Stephen Smith, who was named Vice President, Advertising Sales. Smith has years of experience in national radio advertising sales for sports and in marketing Howard Stern's radio program to national advertisers. He began his broadcasting sales career with Blair Television in 1990, and subsequently was a senior account executive at both Group W Radio Sales and WXRK-FM in New York. Most recently, Smith held several key management positions at WFAN-AM in New York, before joining SIRIUS.