

SIRIUS and NFL Star Reggie Bush Team Up for Exclusive Radio Program

Weekly reports by New Orleans Saints Running Back and Heisman Trophy Winner to air on SIRIUS NFL Radio channel 124

NEW YORK, Aug 14, 2007 /PRNewswire-FirstCall via COMTEX News Network/ --

SIRIUS (Nasdaq: SIRI), the Official Satellite Radio Partner of the NFL, announced today that star New Orleans Saints running back and Heisman Trophy winner Reggie Bush will provide exclusive live weekly reports throughout the 2007 NFL season on SIRIUS NFL Radio channel 124, the only radio channel dedicated to covering the NFL 24 hours a day, 365 days a year.

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

Starting Week One of the NFL season and airing every Wednesday at 5:15 pm ET, SIRIUS listeners will hear first-person commentary from Bush as he provides an inside look at his second NFL season in which the Saints will attempt to surpass last year's run to the NFC Championship Game. 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, the exclusive talk show hosted by Adam Schein, Solomon Wilcotts and Jim Miller that airs daily from 3:00 - 7:00 pm ET on SIRIUS NFL Radio channel 124.

"Reggie has been a star at every step of his football career. In his rookie NFL season, he established himself as one of the most exciting and dynamic performers in all of sports," said Scott Greenstein, SIRIUS' President of Entertainment and Sports. "He was a threat to score every time he touched the ball and commanded the attention of fans everywhere. We are very pleased to have one of the NFL's most electrifying new stars on SIRIUS NFL Radio every week giving our listeners the kind of inside-the-game perspective they can't get anywhere else."

"I am excited to team up with SIRIUS NFL Radio and I hope to add a unique perspective to the broadcast," said Bush. "I have always enjoyed SIRIUS' coverage of the NFL as a listener and it will be an honor to work with a company that shares my passion for the game."

Selected second overall after a record-setting college career at USC, Bush enjoyed a sensational rookie season in which he established himself as one of the NFL's most exciting open field runners and helped steer the Saints to the NFC Championship Game. The multi-talented running back earned All-Rookie accolades after compiling 1,523 total yards and scoring nine touchdowns. He was the only player in the NFL in 2006 to score touchdowns rushing, receiving and on a punt return and his 88 receptions set an NFL record for catches by a rookie running back. The 2005 Heisman Trophy winner won NFC Player of the Week honors twice and was named NFL Rookie of the Month for December.

Bush will also be featured in marketing efforts to promote "NFL Sunday Drive," SIRIUS' comprehensive broadcast lineup that allows listeners around the country to hear every pre-, regular, and post-season game of the NFL season, including the Super Bowl and Pro Bowl. SIRIUS offers listeners both home and visiting team broadcasts as well as Westwood One/CBS Radio Sports' broadcasts and Spanish-language broadcasts for select games.

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.

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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Media Contact:

Andrew FitzPatrick

SIRIUS

212.901.6693

afitzpatrick@siriusradio.com

SOURCE SIRIUS

Andrew FitzPatrick of SIRIUS, +1-212-901-6693, afitzpatrick@siriusradio.com

<http://www.sirius.com/>

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