

Howard Stern is Most Popular Talk Radio Personality With Web Users for 6th Straight Year

The SIRIUS Satellite Radio star tops sixth annual list of most-searched talk radio hosts

NEW YORK, Oct 12, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) personality Howard Stern has once again topped the annual list of the most-searched talk radio personalities. The 2006 list marks the sixth consecutive year that Stern has been the No. 1 most-searched talk radio personality with web users.

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

The annual list is based on The LYCOS 50, an authoritative weekly list of the most popular people, places and things web users search for every day. Stern generated 232 percent more online interest than Adam Corolla, who is ranked No. 2 on this year's list.

In January 2006, Stern left his long and dominating reign in terrestrial radio to broadcast exclusively on SIRIUS. Web users have continued to express their interest in the "king of all media" by searching more for him on the web than for any other talk radio personality, including Rush Limbaugh, Don Imus, Oprah Winfrey, Sean Hannity, Tom Joyner, among others. In addition, according to Lycos, search activity for SIRIUS Satellite Radio increased 1,300 percent in 2005 and another 128 percent in 2006, due in part to Stern.

For more information about Howard Stern's daily SIRIUS radio show and the two SIRIUS channels he oversees, 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, NBA and NHL and broadcasts live play-by-play games of the NFL, NBA and NHL. All SIRIUS programming is available for a monthly subscription fee of only \$12.95.

SIRIUS products for the car, truck, home, RV and boat are available in more than 25,000 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, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep(R), Land Rover, Lexus, Lincoln-Mercury, Mazda, Mercedes-Benz, MINI, Nissan, Rolls Royce, Scion, Toyota, Porsche, 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, 2005 and Quarterly Report on Form 10-Q for the quarter ended June 30, 2006 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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