

SIRIUS Satellite Radio to Launch Cosmopolitan-Branded Women's Channel

NEW YORK, Sept. 2 /PRNewswire-FirstCall/ -- It was announced today that SIRIUS Satellite Radio (Nasdaq: [SIRI - News](#)) and Cosmopolitan, the best-selling young women's magazine in the world, will launch a full time channel early next year.

The talk shows on "Cosmopolitan Radio" will feature a diverse array of topics of interest to women including: love, relationships, beauty, style, health, entertainment and fashion and will cater to the Cosmopolitan reader - "fun, fearless, female." Guests on the programs will include Cosmopolitan Editor-in-Chief Kate White, as well as the magazine's editors and writers.

In addition to talk shows, the channel will feature thematic music programming, which will include the best in pop music and will appeal to the tastes of Cosmopolitan's audience. The music will be specifically programmed to mirror the activities in a "Cosmopolitan" woman's day including songs for: waking up, exercising, bringing to the beach, a cocktail party or a romantic evening at home.

"Cosmopolitan Radio will be the preeminent place to hear the latest on the topics and music that most interest young women," said Scott Greenstein, SIRIUS President of Entertainment and Sports. "This new channel once again demonstrates how we are consistently reinventing the radio format so that women have a place on radio that is truly their own."

"Our readers are constantly asking for more Cosmo and that is exactly what this new channel will give them," said White. "Moving beyond the magazine into radio for the first time, even more women will be able to get the fun, informative and interesting information that Cosmopolitan has provided for 40 years. It's a perfect way to extend our reach and connect with a new audience."

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®, 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 <http://www.sirius.com> to listen to SIRIUS live, or to find a SIRIUS retailer or car dealer in your area.

About Cosmopolitan

Cosmopolitan is the largest selling young women's monthly magazine worldwide with 51 international editions (55 with brand extensions) that are published in 32 languages and sold in more than 100 countries.

Cosmopolitan is published by Hearst Magazines, a unit of The Hearst Corporation (<http://www.hearst.com>). Hearst is one of the biggest publishers of monthly magazines, with a total of 19 U.S. titles and 142 international editions. The company also publishes 19 magazines in the United Kingdom through its wholly owned subsidiary, The National Magazine Company Limited.

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.

Media Contacts:

Patrick Reilly
SIRIUS
212.901.6646
preilly@siriusradio.com

Liz Berger
SIRIUS
212.901.6726
lberger@siriusradio.com

Paul Luthringer
The Hearst Corporation
212.649.2540
pluthringer@hearst.com