

SIRIUS Satellite Radio to Launch Chinese and Korean Language Channels

SIRIUS Developing Asian Music and News Channels With MultiCultural Radio Broadcasting Inc. Radio Korea USA Launches This Fall With a Mix of News, Entertainment and Music

NEW YORK, June 28, 2005 /PRNewswire-FirstCall via COMTEX/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) and MultiCultural Radio Broadcasting Inc., a privately held multi-ethnic radio operator, today announced a multi-year exclusive agreement to create and launch Asian language channels on SIRIUS. The Asian programming, the first of its kind to be broadcast on satellite radio, will launch first with a Korean channel and later followed by a Chinese channel.

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

"We have the most expansive and diverse programming in radio and as part of that, it is important to offer top quality radio to the country's more than 12 million Asian Americans," said Scott Greenstein, SIRIUS' President, Entertainment and Sports. "We are excited to partner with MultiCultural Radio Broadcasting, the leader in Asian radio programming in the U.S., to give Asian Americans anywhere across the country the opportunity to have Chinese and Korean language satellite radio," Greenstein added.

MultiCultural Radio Broadcasting Inc., which owns and operates forty-four AM and FM radio stations in the U.S., will bring its expertise in Asian programming to help SIRIUS create programming that appeals to Asian American listeners. The Korean channel, which will be called Radio Korea USA, is expected to launch this fall, and will offer a variety of news, entertainment and music programming in Korean. The Chinese channel that is expected to launch thereafter will offer popular music from China, Hong Kong and Taiwan, as well as short news and information updates of interest to these subscribers.

"With SIRIUS' ability to broadcast anywhere and everywhere in the country, these channels allow us to effectively reach a large underserved audience," said Arthur Liu, Chief Executive Officer, MultiCultural Radio Broadcasting Inc. "As it was proven from our recent Arbitron surveys with our Asian audience in Los Angeles and New York metropolitan radio markets, Asian American listeners prefer ethnic media over mainstream media."

The Arbitron survey conducted earlier this year in New York and Los Angeles revealed that 56.2 percent of radio listening by Chinese-speaking Asian Americans is to Chinese language radio. The surveys also found that, over the course of a week, 82.5 percent of Chinese-speaking Asian Americans in New York and Los Angeles, age 12 and older, listen to the radio. These listeners spend an average of 16 hours each week with the medium, according to the study.

"The Asian community represents a significant up-and-coming niche market for advertisers," Liu said. "Similar to the Hispanic market 20 years ago, the Asian population in this country is growing at an extraordinary rate with unparalleled education and income levels."

SIRIUS and MultiCultural Radio Broadcasting Inc. will explore in the future the possibility of launching other Asian language channels.

For more about SIRIUS, visit <http://www.sirius.com>.

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, 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, Jeep(R), Lincoln-Mercury, Mazda, Mercedes-Benz, MINI, Nissan, Toyota, Scion, 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.

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.

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Media Contacts:

Liz Berger

SIRIUS

+1-212-901-6726

lberger@siriusradio.com

SOURCE SIRIUS Satellite Radio

Liz Berger of SIRIUS, +1-212-901-6726, lberger@siriusradio.com

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