

Music Airplay on SIRIUS Satellite Radio to Impact Billboard Radio Monitor Chart

NEW YORK, Aug 08, 2005 /PRNewswire-FirstCall via COMTEX/ -- SIRIUS Satellite Radio, the content leader in satellite radio, today announced that airplay on its flagship pop music channel, SIRIUS Hits - 1, will now impact the weekly Mainstream Top 40 chart published in Billboard Radio Monitor.

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

This marks the first time that airplay from a non-terrestrial broadcaster has been factored into the weekly results of Billboard Radio Monitor's pop airplay chart. The Mainstream Top 40 chart panel has consisted of 116 terrestrial radio stations in 99 markets until now.

"The inclusion of SIRIUS airplay information reinforces the impact our subscribers are having on the development and breaking of new and established artists," said Steve Blatter, SIRIUS Senior Vice President, Music Programming. "We are excited that airplay on our flagship pop music channel, SIRIUS Hits - 1, will be reflected in Billboard's national airplay charts and look forward to having airplay on other SIRIUS channels included in their respective charts in the near future."

"This is an important development in the expansion of the Billboard charts. Satellite radio, like other emerging technology acknowledges yet another new way music fans are listening to music across America," said John Kilcullen, President and Publisher, Billboard Information Group.

Songs played on SIRIUS Hits - 1 will be included in the airplay charts published in the August 19 issue of Billboard Radio Monitor, and each week thereafter.

Its SIRIUS Hits - 1 channel is also available in over 8 million Dish Network homes and will soon be available on Sprint cell phones.

For more information about SIRIUS, visit <http://www.sirius.com>. For more information about Billboard Radio Monitor, visit <http://www.BillboardRadioMonitor.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, 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(R), 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 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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About Billboard Radio Monitor

Billboard Radio Monitor is the premier radio industry publication and online destination for timely news, charts and analysis. Using the integrity, depth and probing journalism of Billboard magazine, coupled with the data of Nielsen BDS, the expanded Monitor covers every major format of music radio, including 24/7 reporting on the latest regulatory developments, news/talk radio, satellite radio and the people that make it happen. Billboard Radio Monitor is a flagship property for the Billboard Information Group, which also consists of BillboardRadioMonitor.com, Billboard magazine, Billboard.biz, Billboard.com, Billboard Chart Alert, Billboard Information Network (BIN), Billboard Directories and Billboard Licensing & Events. The Group is a unit of VNU Business Media, a worldwide media company that provides specialized publications, electronically delivered data, expositions and marketing services and is owned by VNU Inc., a wholly owned subsidiary of Netherlands- based VNU, an international publishing and information company.

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