

SIRIUS Satellite Radio Kicks Off College Football Season With Broadcast Of Usc-Virginia Tech Game

The Leader In Satellite Radio Sports To Deliver Exciting Matchup Between Pac-10, ACC Teams; Sets Stage For More College Football Programming

NEW YORK – August 24, 2004 - SIRIUS (NASDAQ: SIRI), the premium satellite radio provider known for delivering the very best in commercial-free music and sports programming to cars and homes across the country, today announced the first of an extensive package of college football games with a live play-by-play broadcast featuring the No. 1-ranked University of Southern California Trojans of the Pac-10 vs. the Virginia Tech Hokies of the Atlantic Coast Conference on Saturday, August 28.

SIRIUS, the Official Satellite Radio Partner of the USC Trojans, will carry the game at 7:45pm on SIRIUS channel 123, featuring USC announcers Pete Arbogast and Paul McDonald. More details regarding SIRIUS' exciting package of college football programming will be announced shortly.

USC head football coach Pete Carroll said, "I've seen how well SIRIUS has approached their NFL coverage and I've enjoyed being on their broadcasts, and I look forward to them bringing USC football to the whole country. SIRIUS Satellite Radio is the state of the art in the media today."

SIRIUS also is the Official Satellite Radio Partner of the NFL and features SIRIUS NFL Sunday Drive, the only satellite radio programming package that lets subscribers choose from a full slate of live radio game broadcasts from around the NFL each Sunday.

SIRIUS radios for the car and home are available at leading retailers nationwide. More information is available at sirius.com.

About SIRIUS

SIRIUS, now available to over 10 million DISH Network satellite TV and SIRIUS Satellite Radio subscribers, provides listeners with over 120 channels of the best commercial-free music, sports, information and entertainment, with digital quality sound coast-to-coast, broadcast daily from New York City, Los Angeles, Nashville, New Orleans, Houston and Daytona. SIRIUS offers 65 channels of 100% commercial-free music, featuring multiple categories of pop, rock, country, hip-hop, R&B, dance, jazz, classical and Latin music, along with more than 50 channels of world-class sports, news, talk entertainment, traffic and weather for a monthly subscription fee of only \$12.95, with greater savings for upfront payments of multiple months or a year or more. SIRIUS also broadcasts live play-by-play games of the NHL and the NFL, and is the Official Satellite Radio partner of the NFL.

SIRIUS Satellite Radio products for the car, truck, home, RV and boat are manufactured by Alpine, Audiovox, Blaupunkt, Clarion, Eclipse, Jensen, JVC, Kenwood, Panasonic and U.S. Electronics, and can be purchased at major retailers including Advance Auto Parts, Best Buy, Car Toys, Circuit City, Crutchfield, Good Guys, Wal-Mart, Sears, Tweeter and Ultimate Electronics, along with RadioShack and DISH Network outlets.

SIRIUS' exclusive automotive partners DaimlerChrysler, Ford and BMW represent over 40% of new cars and light trucks sold annually in the United States. Automotive brands currently offering SIRIUS radios in select new car models include BMW, MINI, Chrysler, Dodge, Jeep, Nissan, Infiniti, Mazda, Audi, Ford, Lincoln-Mercury, Mercedes-Benz, Porsche and Volkswagen. Automotive brands that have announced plans to offer SIRIUS radios in select models include Jaguar, Volvo, Land Rover and Aston Martin. In 2004, SIRIUS radios are expected to be available in over 80 different car models, with more than 50 of them factory programs. Also, Hertz currently offers SIRIUS in 29 vehicle models at 53 major locations around the country. In addition, the Penske companies – Penske Auto Group, United Auto Group and Penske Trucking – are offering SIRIUS radios as a factory installed option, where available, in their cars and trucks through their dealerships.

Genmar Holdings, the world's largest manufacturer of recreational boats, Formula Boats and Winnebago, the leading supplier of recreational vehicles and motor homes, also offer SIRIUS.

Click on 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, 2003 filed with the Securities and Exchange Commission. Among the key factors that have a direct bearing on our results of operations are: our dependence upon third parties to manufacture, distribute, market and sell SIRIUS radios and components for those radios; the

unproven market for our service; our competitive position and any events which affect the useful life of our satellites.