

SIRIUS Kicks Off NFL Relationship With Comprehensive Draft Coverage

SIRIUS Live Programming, Marketing Activity Surround Madison Square Garden in New York for NFL Draft

NEW YORK - April 27, 2004 – SIRIUS Satellite Radio (NASDAQ: SIRI) finished the weekend with radio's most comprehensive coverage of the NFL Draft. SIRIUS produced more than 10 hours of live draft coverage on Saturday and Sunday. Coverage of the first-round picks was hosted by Super Bowl MVP Phil Simms and SIRIUS Director of NFL Programming Steve Cohen. That programming was enhanced with additional draft reporting by SIRIUS partners ESPN Radio and others.

SIRIUS also connected with football fans who attended the draft proceedings at Madison Square Garden. The SIRIUS brand was visible from many angles at the Garden, most notably on the electronic signboard at the main entrance to the venue. The highly visible sign -- which is in view of thousands of shoppers, pedestrians, Penn Station commuters and Madison Square Garden patrons -- was accompanied by an inflatable version of the SIRIUS dog logo.

The NFL Draft was a four-day affair for draft picks and media. SIRIUS kicked off its weekend by hosting a media reception at the SIRIUS national broadcast headquarters. Both local and visiting media attended the reception along with NFL Hall of Famers Kellen Winslow, Sr. and Mike Haynes. Several music stars also graced the event, including Bruce Springsteen, E Street Band guitarist Steven Van Zandt, celebrated rock guitarist Joe Satriani and pioneering rap artist Kurtis Blow.

On Draft Day, all six of the first-round draft picks who were present in Madison Square Garden appeared live on SIRIUS within minutes of their selections. No. 1 pick Eli Manning explained to Simms and Cohen his position regarding his refusal to play for the San Diego Chargers.

The draft coverage included additional analysis from NFL.com's Gil Brandt and Pat Kirwan along with sports journalists from nearly every NFL city around the country. Local sports authority Steve Torre anchored the broadcast from the SIRIUS national broadcast center. Subscribers were invited to call-in with their opinions about the draft during Sunday programming hosted by Cohen, Brandt and Kirwan.

SIRIUS' commitment to the NFL will expand this summer with the debut of the NFL Satellite Radio Network, a 24/7 channel devoted entirely to pro football. Then in the fall, SIRIUS starts with comprehensive coverage of NFL games. Throughout the NFL season, subscribers nationwide can tune in to their favorite game, and in many cases choose either the home or away local broadcast of that game.

SIRIUS' coverage of the NFL is provided to SIRIUS customers at no additional cost over the basic monthly subscription of \$12.95 per month (an annual subscription lowers the monthly cost to about \$10). This value-packed subscription also includes premium programming found only on SIRIUS, including play-by-play from the NBA and NHL, two channels of NPR, and BBC World Service News. SIRIUS radio systems that can be used in both the car and home are available for \$149 at electronics retailers including Best Buy, Circuit City and other retailers across America.

About SIRIUS

SIRIUS provides listeners with over 110 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 over 60, 100% commercial-free, music channels 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, NBA and 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 Best Buy, Car Toys, Circuit City, Crutchfield, Good Guys, Sears, Tweeter and Ultimate Electronics, along with RadioShack and DISH Network outlets in mid-2004.

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 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 nearly 80 different car models, with over 50 of them factory programs. Also, Hertz currently offers SIRIUS in 29 vehicle models at 53 major locations around the country. In addition, 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.