

SIRIUS Satellite Radio And CSTV: College Sports Television Launch 'SIRIUS College Sports Radio' SIRIUS To Broadcast Sports From 23 Universities

Lineup Includes Notre Dame, USC, UCLA, LSU, Oklahoma, Michigan, Nebraska, Texas, Ohio State, Florida, Tennessee, Missouri, Alabama, Auburn, Colorado, Iowa State, Kansas, Kentucky, Oklahoma State, South Carolina, Syracuse, Texas A&M and Vanderbilt

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NEW YORK - August 31, 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, and CSTV: College Sports Television, the leader in college sports coverage on-air and on-line, today announced the launch of SIRIUS College Sports Radio. SIRIUS will broadcast a comprehensive package of play-by-play sports programming representing top-ranked colleges from the greatest conferences around the country.

As part of a wide-ranging advertising, marketing and promotional partnership between the companies, CSTV will provide college sports programming to SIRIUS and will create marketing and promotion programs that strengthen SIRIUS' position as the premier satellite radio sports broadcaster.

SIRIUS will broadcast football, basketball and other events for, and become the Official Satellite Radio Partner of, the Alabama Crimson Tide, Auburn Tigers, Colorado Buffaloes, Florida Gators, Iowa State Cyclones, Kansas Jayhawks, Kentucky Wildcats, Louisiana State University Tigers, Michigan Wolverines, Nebraska Cornhuskers, Missouri Tigers, Notre Dame Fighting Irish, Ohio State Buckeyes, Oklahoma Sooners, Oklahoma State Cowboys, South Carolina Gamecocks, Syracuse Orange, Tennessee Volunteers, Texas Longhorns, Texas A&M Aggies, UCLA Bruins, USC Trojans and Vanderbilt Commodores.

The schools are from college sports' most storied conferences, including the SEC, Big 10, Big 12, Big East and Pac-10. SIRIUS College Sports Radio will offer such highly anticipated matchups as Texas-Oklahoma, Michigan-Ohio State, Tennessee-Georgia, LSU-Florida, USC-Notre Dame and many others.

Mac Brown, University of Texas head coach said, "The University is excited to be a part of SIRIUS College Sports Radio. Texas has a huge fan constituency and their passion is Longhorns football. In keeping with the times and technology, Texas students, fans and alumni across the nation, regardless of where they are, will now be able to follow the Longhorns throughout the season."

"The University of Michigan is excited about kicking off the new season and building on last year's Big Ten Championship," said Michigan head coach Lloyd Carr. "This new initiative with SIRIUS Satellite Radio and CSTV will continue to bolster the fan base of one of the most popular football programs in the country. Now, Michigan students, fans and alumni across the nation will be able to follow the Wolverines."

"College athletics is a huge passion for many of our subscribers, and it is my pleasure to announce relationships with many of the nation's most respected universities," said Joseph P. Clayton, SIRIUS CEO. "These schools boast millions of currently enrolled students and alumni located around the country. They'll be glad to know that they can stay connected to the school no matter where they are. Once again SIRIUS has asserted itself as the leader in satellite radio sports."

"SIRIUS College Sports Radio creates another platform for CSTV to connect to the millions of college sports fans across the country," said Brian Bedol, President and CEO, CSTV. "Through our relationships with the top schools, conferences and alumni associations across the country, CSTV will provide SIRIUS with the same outstanding programming we offer on our network, on-line and through video-on-demand."

"More than 120 million people attended college in the U.S., and college sports played an important role for many of those students," said Scott Greenstein, SIRIUS President of Entertainment and Sports. "Our agreement with CSTV and the most selective colleges in the US opens the doors for millions of students and alumni to follow their alma maters throughout the season."

"Our mission at CSTV is to connect college sports fans with more games, from more sports, across more platforms, than anyone else," added Chris Bevilacqua, Executive Vice President and co-Founder, CSTV. "With SIRIUS College Sports Radio, fans from coast to coast will have the opportunity to enjoy games all season from the top athletic programs in the country, whether they're in their cars, their dorm rooms or at home."

SIRIUS is also the Official Satellite Radio Partner of the NFL, featuring a programming package that brings subscribers live broadcasts of every NFL game. SIRIUS radios for the car and home are available at major retailers nationwide. For more information, go to www.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 Advanced 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.

About College Sports TV

CSTV is a multi-media company that consists of the first-ever 24-hour college sports television network, College Sports TV; the leading college sports online network, CollegeSports.com; and the first ever 24-hour college sports radio network, SIRIUS College Sports Radio. Through its numerous platforms, CSTV provides more live college sports games, events, news, information, analysis and broadband content, and reaches more college sports fans, than any other company.

College Sports TV, voted the #1 emerging cable network in the 2003 Beta research study, televises regular season and championship event coverage from over 35 men's and women's sports across every major collegiate athletic conference as well as many select NCAA Championships. CSTV and the Mountain West Conference recently announced a fully integrated multi-media partnership, beginning in Fall 2006 that will deliver more games to more people in more homes across more sports than any other Conference partnership. College Sports TV currently has agreements with the top three national distributors - Comcast, DirecTV and Time Warner Cable, among others.

CollegeSports.com, the most-trafficked college sports Web site, and its network of nearly 160 official athletic sites are the number one online source for college sports broadband content, news, information, scores and analysis. SIRIUS College Sports Radio will broadcast a comprehensive package of college football and basketball games from teams in the Big 10, Big 12, Big East, Pac 10, and SEC conferences, as well as from Notre Dame.

CSTV was co-founded by President and CEO Brian Bedol, Chairman Steve Greenberg and Executive Vice President Chris Bevilacqua. Bedol and Greenberg co-founded Classic Sports Network, which they sold to ESPN. It is now ESPN Classic. Bevilacqua is a former senior executive with Nike Inc., where he headed the company's successful foray into the college market.

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.