

# **SIRIUS Satellite Radio Brings NCAA March Madness® To College Hoops Fans Nationwide**

## **Unprecedented Multiyear Radio Deal to Broadcast Every Game of NCAA® Division I Men's Basketball Championship To SIRIUS Subscribers**

**NEW YORK – November 29, 2004** - SIRIUS (NASDAQ: SIRI), the premium satellite radio provider known for delivering the most compelling commercial-free music and sports programming to cars and homes across the country, today announced a multi-year agreement to broadcast every game of the 2005, 2006 and 2007 NCAA Division I Men's Basketball Championships.

Only SIRIUS will carry a live play-by-play radio broadcast of every NCAA Division I Men's Basketball Championship game. The 2005 championship begins with the opening round game on March 15 and concludes with the championship game on April 4. NCAA basketball fans throughout the country can follow their favorite teams, all the way to the Edward Jones Dome in St. Louis, Missouri, site of the 2005 Men's Final Four®. All games from every round will be offered to SIRIUS subscribers in their entirety, with no blackouts and at no extra charge over the basic monthly subscription price of \$12.95.

"There is no more exciting sporting event in college sports than NCAA March Madness, and this deal will allow college hoops fans everywhere to follow their team, from the opening tip to the Men's Final Four," said Scott Greenstein, President of Entertainment and Sports, SIRIUS. "Our non-stop coverage will make basketball fans feel like they are a part of every game."

Westwood One, through an agreement with CBS Sports and the NCAA, owns the national radio broadcast rights to all 88 NCAA championships, including the Division I Men's Basketball Championship.

SIRIUS Satellite Radio features the most comprehensive play-by-play and sports talk coverage on satellite radio. SIRIUS is the Official Satellite Radio Partner of the NFL and NHL, and its Sirius College Sports Radio package features the top three ranked schools in the current BCS rankings; the USC Trojans, Oklahoma Sooners and Auburn Tigers, as well as the Alabama Crimson Tide, Colorado Buffaloes, Florida Gators, Iowa State Cyclones, Kansas Jayhawks, Kentucky Wildcats, Louisiana State University Tigers, Michigan Wolverines, Navy Midshipmen, Nebraska Cornhuskers, Missouri Tigers, Notre Dame Fighting Irish, Ohio State Buckeyes, Oklahoma State Cowboys, South Carolina Gamecocks, Syracuse Orange, Tennessee Volunteers, Texas Longhorns, Texas A&M Aggies, Texas Tech Red Raiders, UCLA Bruins, Vanderbilt Commodores and West Virginia Mountaineers.

SIRIUS radios for the car and home are available at retailers nationwide. More information: [sirius.com](http://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, and features over 55 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 NFL, NBA, and NHL, 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, Brix Labs, Clarion, Delphi, Eclipse, Jensen, JVC, Kenwood, Sanyo and XACT Communications and can be purchased at major retailers including Advance Auto Parts, Audio Express, Best Buy, Car Toys, Circuit City, Crutchfield, Good Guys, Office Depot, Sears, Target, Tweeter, Ultimate Electronics and Wal-Mart, along with RadioShack and DISH Network outlets. SIRIUS is also available at heavy truck dealers and truck stops nationwide.

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. SIRIUS is also available as a factory option on select Freightliner, Kenworth and Peterbilt Class 8 trucks. Also, Hertz currently offers SIRIUS in over 30 vehicle models at 53 major locations around the country. In addition, the Penske companies – Penske Auto Group and United Auto Group – are offering SIRIUS radios as a factory installed option, where available, in their cars and trucks through their dealerships.

Some of the best names in boating and recreational vehicles also offer SIRIUS including Carver, Formula, Four Winns, Glastron, Godfrey, Hydra Sports, Larson, Lowe, Mastercraft, Monterrey, Ranger, Regal, Sea Ray, Skier's Choice and Wellcraft, as well as RV and coach builders Winnebago, Fleetwood, American Coach, Starcraft and Alfa Leisure.

Click on [sirius.com](http://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.*