

SIRIUS Satellite Radio Announces Exclusive Live Broadcast Of Shady National Convention

Uncensored, Commercial-Free Hip-Hop Channel 'Shade 45' Debuts Oct. 28 With First-Ever Live Broadcast of an Eminem Show in the U.S.

NEW YORK - October 20, 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 that its newest channel, Shade 45, will debut Thursday, October 28 at 8pm ET with a live and exclusive broadcast of the Shady National Convention from Roseland Ballroom, New York City, including a live performance by Eminem and other special guests.

Shade 45 is the new, uncensored hip-hop radio channel created by Eminem, Shady Records, Interscope Records and SIRIUS. The channel will feature a full lineup of on-air hosts and mixers, including Eminem's DJ, Green Lantern.

"SIRIUS is proud to be the first radio service anywhere to broadcast an Eminem performance live and uncensored," said Scott Greenstein, President of Entertainment and Sports, SIRIUS. "Eminem's performance at the Shady National Convention will be a memorable event, and unless you're one of the 'delegates' attending the convention, the only way you'll be able to hear it is by listening to SIRIUS!"

Paul Rosenberg, Eminem's manager and VP of Shady Records, commented, "This is a great kickoff for Shade 45. Giving subscribers the chance to hear everything that's happening at the Shady National Convention as it takes place is exactly the reason we partnered with Sirius. It's uncensored, exclusive, and different from anything else out there."

Shade 45 will be available to all SIRIUS subscribers at no extra charge over the standard monthly subscription fee of \$12.95. SIRIUS radios are available at retail outlets around the country. More information: 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 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 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, Sanyo 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.