

SIRIUS Satellite Radio and the Ivy League Enter Into Multi-Year Broadcasting Agreement

Football and Men's Basketball 'Games of the Week' to Air Nationwide on SIRIUS

NEW YORK, Aug 08, 2005 /PRNewswire-FirstCall via COMTEX/ -- SIRIUS Satellite Radio (Nasdaq: SIRI), the nation's premier provider of live professional and collegiate sports events and sports talk on satellite radio, and the Ivy League announced today a multi-year agreement to broadcast a "Game of the Week" for football and men's basketball, plus a select number of men's hockey and other games from across the Ivy League sports landscape, on SIRIUS throughout the season.

(Logo: <http://www.newscom.com/cgi-bin/prnh/19991118/NYTH125>)

Starting this fall, SIRIUS will feature both football and basketball games from all eight Ivy League schools -- Brown, Columbia, Cornell, Dartmouth, Harvard, Penn, Princeton and Yale -- and showcase some of the best match-ups of the season. The Ivy League football season kicks off Saturday, September 17 and men's basketball tips off Friday, November 11. The complete SIRIUS broadcast schedules for both football and basketball will be announced at later dates.

"We're thrilled to add the Ivy League to our roster of sports offerings on SIRIUS," said Steve Cohen, Vice President of Sports Programming for SIRIUS. "Not only can alumni and fans of the Ivies follow their teams from anywhere in the country, but fans everywhere will be able to experience some of the most historic rivalries in sports."

"SIRIUS Satellite Radio offers an outstanding sports lineup and we're very excited to be a part of it," said Ivy League Executive Director Jeff Orleans. "Our League is a truly national one, with our football players alone coming this year from 46 states plus the nation's capital and Canada. Joining with SIRIUS gives us a wonderful opportunity to provide Ivy League sports to a national and growing audience."

SIRIUS broadcasts more live play-by-play sports than any other radio outlet, providing coverage of more than 250 pro and college teams. SIRIUS is currently in a multi-year agreement to broadcast every game in its entirety of the 2005, 2006 and 2007 NCAA Division I Men's Basketball Championship. In addition to being the official satellite radio partner of the NFL, NHL, Wimbledon Championships and Barclay's English Premier League soccer, SIRIUS provides sports news and talk, play-by-play action from the NBA and coverage of several of the year's top thoroughbred horse races. Starting in 2007, SIRIUS will be the official satellite radio home of NASCAR.

About SIRIUS

SIRIUS delivers more than 120 channels of the best commercial-free music, compelling talk shows, news and information, and the most exciting sports programming to listeners across the country in digital quality sound. SIRIUS offers 65 channels of 100% commercial-free music, and features over 55 channels of sports, news, talk, entertainment, traffic and weather for a monthly subscription fee of only \$12.95. SIRIUS also broadcasts live play-by-play games of the NFL and NBA, and is the Official Satellite Radio partner of the NFL.

SIRIUS radios for the car, truck, home, RV and boat are manufactured by Alpine, Audiovox, Blaupunkt, Clarion, Delphi, Jensen, JVC, Kenwood, Pioneer, Sanyo and XACT Communications. Available in more than 25,000 retail locations, SIRIUS radios can be purchased at major retailers including Best Buy, Circuit City, Crutchfield, Costco, Office Depot, Sears, Target, Wal-Mart and RadioShack. SIRIUS is also available at heavy truck dealers and truck stops nationwide.

SIRIUS radios are currently offered in vehicles from Audi, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep(R), Land Rover, Lexus, Lincoln-Mercury, Mazda, Mercedes-Benz, MINI, Nissan, Scion, Toyota, Porsche, Volkswagen and Volvo. Hertz currently offers SIRIUS at major locations around the country.

Click on www.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, 2004 filed with the Securities and Exchange Commission. Among the key factors that have a direct bearing on our operational results are: our dependence upon third parties, including manufacturers of SIRIUS radios, retailers, automakers and programming partners, our competitive position and any events which affect the useful life of our satellites.

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