

Legendary Lakers Coach Phil Jackson to Host NBA Talk Show Exclusively on SIRIUS Satellite Radio

'The Phil Jackson Show' Will Air Mondays on Channel 123

NEW YORK, Nov 30, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio, the leading provider of sports radio programming, broadcasting the play-by-play of more than 350 pro and college teams, announced today that Phil Jackson, legendary head coach of the Los Angeles Lakers, will host a weekly NBA talk show exclusively on SIRIUS.

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

Jackson will host The Phil Jackson Show alongside veteran broadcaster Ian Eagle when the one-hour weekly program debuts Monday, December 5 (6 - 7 pm ET) on SIRIUS' channel 123. Drawing on Jackson's experiences from more than four decades in the game, the show will include a mix of basketball talk and interviews and air every Monday on SIRIUS throughout the NBA season.

"I'm excited about this partnership and working with Ian to put together a unique show for a growing audience at SIRIUS Satellite Radio," said Jackson. "As a fan of SIRIUS, I'm looking forward to being a part of this cutting edge medium."

Known for his cerebral approach to life and the game of basketball, Jackson is one of the most successful coaches in the history of the NBA. He is the league's career leader in playoff victories and his nine NBA titles tie Red Auerbach for the most all-time. Over his 14 year career as an NBA head coach, he groomed the Chicago Bulls and L.A. Lakers into dynasties and coached some of the game's greatest players, including Michael Jordan, Scottie Pippen, Shaquille O'Neal and Kobe Bryant.

He took over as head coach of the Bulls in 1989-90 and in his second season at the helm led the franchise to the first of its six NBA Championship titles. In his first coaching stint with the Lakers, from 1999-2004, he guided the team to three straight NBA championships.

Jackson spent his 13-year playing career primarily with the New York Knicks after the team drafted him 17th overall in 1967 out of the University of North Dakota. He retired in 1980 and went on to coach the Albany Patroons of the Continental Basketball Association to a league title. He joined the Bulls as an assistant coach in 1987.

"You'd be hard-pressed to find a more fascinating basketball personality than Phil Jackson," said Steve Cohen, SIRIUS' Vice President of Sports Programming. "As both a player and a coach, he's been a part of some of the most successful and intriguing teams in league history. We're incredibly pleased to welcome him to our team and have him share his thoughts and experiences on SIRIUS."

NBA fans across the country can hear live play-by-play broadcasts of their favorite teams each and every week on SIRIUS. SIRIUS' broadcast schedule includes games from every NBA team and features up to 40 regular season match-ups each week, plus every game of the NBA Playoffs and The Finals live. For a schedule of upcoming NBA games on SIRIUS visit <http://www.sirius.com/nba>.

About SIRIUS

SIRIUS delivers more than 120 channels of the best commercial-free music, compelling talk shows, news and information, and the most extensive 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, NHL and NBA and is the Official Satellite Radio Partner of the NFL and NHL.

SIRIUS products for the car, truck, home, RV and boat are distributed by Alpine, Audiovox, Brix Group, Clarion, Delphi, Directed Electronics, Eclipse, Jensen, JVC, Kenwood, Magnadyne, Monster Cable, Pioneer, Russound, Tivoli 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, Target, Wal-Mart, Sam's Club and RadioShack. SIRIUS is also available at heavy truck dealers, truck stops and travel centers 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 <http://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.

P-SIRI

Media Contacts:

Andrew FitzPatrick
SIRIUS
212.901.6693
afitzpatrick@siriusradio.com

(Phil Jackson inquiries)

Brian Musburger
Todd W. Musburger, Ltd
312.664.2600
brian@musburger.com

SOURCE SIRIUS Satellite Radio

Andrew FitzPatrick of SIRIUS Satellite Radio, +1-212-901-6693, afitzpatrick@siriusradio.com; or Phil Jackson inquiries: Brian Musburger of Todd W. Musburger, Ltd, +1-312-664-2600, brian@musburger.com

<http://www.prnewswire.com>

Copyright (C) 2005 PR Newswire. All rights reserved.

News Provided by COMTEX