

Emmy Award Winning Broadcaster John Madden Joins SIRIUS Satellite Radio As Football Commentator

Veteran Analyst, SIRIUS Spokesperson and Former Oakland Raiders Coach Joins All-Star Talent Lineup On SIRIUS NFL Radio

NEW YORK- September 14, 2004 – SIRIUS (NASDAQ: SIRI), the Official Satellite Radio Partner of the NFL, today announced that Monday Night Football analyst and legendary NFL head coach John Madden has signed on with **SIRIUS NFL Radio**, the first 24/7 year-round radio channel devoted entirely to the NFL. Madden will serve as commentator on SIRIUS NFL Radio's Sunday pre-game program, *The Stadium Tailgate Show*.

"John Madden is one of the most respected authorities on football," said Scott Greenstein, SIRIUS President of Entertainment and Sports. "The respect he commands among his peers in football is unrivaled, and the knowledge and expertise that he has demonstrated on the field and behind the microphone can only be matched by his passion for the game."

The Stadium Tailgate Show can be heard on SIRIUS each Sunday prior to **SIRIUS NFL Sunday Drive**, the new programming package that lets subscribers choose from a full slate of live radio game broadcasts from all around the NFL. Football fans can catch all of the games of their favorite teams, usually with their team's radio broadcasters, no matter where they are in the country.

Considered one of the top NFL broadcasters of all time, Madden is currently in his 24th season as an NFL analyst and serves as a SIRIUS spokesperson. The National Academy of Television Arts and Sciences has honored Madden with an unprecedented 14 Outstanding Sports Personality/Analyst Emmy Awards, most recently in recognition for his work during the 2003 season. Before his outstanding broadcasting career, Madden was the head coach of the Oakland Raiders from 1969-1978, where he posted a 103-32-7 record and led the team to a victory in Super Bowl XI.

Launched by SIRIUS and the NFL earlier this month, SIRIUS NFL Radio provides the most comprehensive, in-depth radio coverage of the NFL, including daily shows hosted by legendary pro football figures. Madden joins an all-star lineup that includes recently-retired All-Pro tight end Shannon Sharpe, former NFL wide receiver Cris Carter, New York Jets and Washington Redskins Pro Football Hall of Fame running back John Riggins, former NFL head coach Dan Reeves, Hall of Fame running back Jim Brown and current Dallas Cowboys wide receiver Keyshawn Johnson.

All SIRIUS NFL programming is included with every SIRIUS subscription at no extra charge. More details are available at www.sirius.com.

About SIRIUS

SIRIUS, now available to more than 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 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 and U.S. Electronics, and can be purchased at major retailers including 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 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, 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.