

## **SIRIUS Donates Satellite Radios To Local Red Cross And Florida Hurricane Victims**

**NEW YORK – October 1, 2004** – SIRIUS Satellite Radio (NASDAQ: SIRI) today donated more than a thousand SIRIUS receivers, boomboxes and subscriptions to local Red Cross chapters in support of the organization's ongoing hurricane relief efforts in the southern United States.

SIRIUS offers more than 20 news channels, including three regional Weather Channels to keep those devastated by the storms in touch with the best news sources in the world, delivered reliably via satellite service.

"SIRIUS takes pride in providing assistance to those in need following the recent hurricanes," said Joseph P. Clayton, Chief Executive Officer, SIRIUS. "Residents in many parts of the South have been devastated by the hurricanes and we feel it is important to help those without power stay in touch with the latest news and information when local news sources are not available."

"During the last three storms, cable television went out every time. But, now with the SIRIUS radios we will be able to have updates for victims that are calling, as well as information for the shelters," said Eric Holm, Polk and Highland Red Cross Chapter Response Director.

SIRIUS will ship satellite receivers and boomboxes to Red Cross locations in Southwest Florida, Tampa Bay, Panama City, Pensacola and Polk County, Florida.

### **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](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.*