

Sirius OutQ Gay & Lesbian Radio Celebrates 1st Anniversary With New Ventures And Special Guests

- **Announces news partnership with THE ADVOCATE**
- **Award-winning journalist boosts news department**
- **Announces Harvey Fierstein as OutQ's "voice"**
- **Announces inaugural SIRIUS OutQ Awards**
- **Welcomes special guests on April 14th anniversary date**

NEW YORK -- April 14, 2004 – SIRIUS OutQ, the nation's first 24-hour radio channel providing Gay/Lesbian/Bisexual/Transgender news, talk and entertainment from coast-to-coast, celebrates its first year of broadcasting on Wednesday, April 14 by announcing several new ventures as well as a host of special guests who'll be part of its April 14th programs.

SIRIUS OutQ and The Advocate newsmagazine are pleased to announce an exclusive joint news operation combining the best of print GLBT journalism with the immediacy and impact of radio news. Beginning May 1, The Advocate will offer on its website streaming audio news reports updated by SIRIUS OutQ's news department. In addition, SIRIUS will regularly feature guests from The Advocate staff discussing current affairs and stories breaking in the magazine. Listeners may hear The Advocate / SIRIUS OutQ News at the top of every hour on SIRIUS OutQ, channel 149, or online at www.siriusoutq.com. The Advocate / SIRIUS OutQ News is available on demand at www.advocate.com.

SIRIUS OutQ also announces that it has added veteran NPR and ABC news journalist and anchor Michael Wengert to News Director Tim Curran's team. Wengert's 40 years of broadcast news experience also includes news reporting, foreign bureau management, production and/or anchoring for the BBC, CBC, CNN and GAYBC Radio Network. SIRIUS OutQ News features a network of more than 50 news correspondents from around the world.

Also today, SIRIUS OutQ announces that award-winning actor, screenwriter, playwright and producer Harvey Fierstein will become the "voice" of its station identification. Fierstein has been an enthusiastic supporter of SIRIUS OutQ and an on-air guest since its inception, and his distinctive voice provides SIRIUS OutQ with a recognized, signature vocal identification.

To recognize and honor GLBT persons for their achievements in community service, politics, media, sports and entertainment, SIRIUS OutQ announces that it will produce the inaugural SIRIUS OutQ Awards. The selection process and criteria will be announced in May, and the first awards, to be broadcast live on SIRIUS OutQ, will be presented in October. According to SIRIUS OutQ Program Director John McMullen, "The SIRIUS OutQ Awards will fill an important need to recognize the achievements of GLBT persons who demonstrate extraordinary leadership and courage in making the world better, safer and more equal for GLBT people."

Special anniversary guests on April 14 on SIRIUS OutQ are:

- Dance music sensation Amber, who'll join "OutQ in the Morning" hosts Larry Flick and Cheryl Barcenas (7 –11 am ET)
- Queer As Folk Executive Producer Ron Cowan, Eden Riegel, who portrays lesbian character Bianca Montgomery on ABC's All My Children, Former Star Trek: The Next Generation actor and popular blogger Wil Wheaton join "John McMullen Show" host John McMullen (11am-2 pm ET)
- Michelangelo Signorile's special brand of "conversion therapy" continues, with guest Rosie O'Donnell, on the "Michelangelo Signorile Show" (2-6 pm ET)
- "Derek & Romaine" hosts Derek Hartley and Romaine Patterson revisit some of their funniest – and sexiest – on-air moments with special guest call-ins and a unique message from Courtney Love (6-10 pm ET)
- Producer/filmmaker Todd Stephens (Edge of Seventeen, Gypsy '83) joins hosts Frank DeCaro and Doria Biddle on the "Frank DeCaro Show" (10 pm-1 am ET)
- Illustrious jazz musician Dave Koz, who's featured on the cover of this week's Advocate magazine is interviewed by "Last Call" host Jeremy Hovies (1am-7am ET)

Click on www.siriusoutq.com to listen to SIRIUS OutQ, or on www.sirius.com to find a SIRIUS retailer or car dealer in your area. SIRIUS subscribers can listen on SIRIUS channel 149.

About SIRIUS

SIRIUS provides listeners with more than 110 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, FL. SIRIUS offers more than 60, 100% commercial-free music channels featuring multiple offerings of Pop, Rock, Country, Hip-Hop, R&B, Dance, Jazz, Classical and Latin music, along with more than 50 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, NBA and 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, Tivoli and U.S. Electronics, and can be purchased at major retailers including Best Buy, Car Toys, Circuit City, Good Guys, Sears, Tweeter and Ultimate Electronics, along with RadioShack and DISH Network outlets in mid-2004.

SIRIUS' exclusive automotive partners DaimlerChrysler, Ford and BMW represent more than 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 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 nearly 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, 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.

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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.

About The Advocate / LPI Media, Inc.

LPI Media, Inc. is the nation's leading publisher targeting the gay and lesbian community, distributing more than 8 million copies of its magazines each year. Its titles include The Advocate, the community's newsmagazine of record since 1967; Out, the popular lifestyle magazine that celebrates the spirit of gay culture, including fashion and style, trends, society, and the arts; Alyson Publications, the oldest gay and lesbian book-publishing company in America; and Advocate Books, an imprint of Alyson.