

# Skateboarding Icon Tony Hawk To Host New Radio Show On SIRIUS Satellite Radio

## Tony Hawk's Demolition Radio to Debut July 20

**NEW YORK – July 16, 2004-** SIRIUS (NASDAQ: SIRI), the premium satellite radio provider known for delivering the very best in commercial-free music and sports programming to cars and homes across the country, today announced a partnership with record-breaking skateboard champion Tony Hawk. Hawk will become the first host on SIRIUS Faction, the innovative music channel created by SIRIUS especially for action sports enthusiasts.

Tony Hawk's Demolition Radio will broadcast from a custom-designed SIRIUS studio at Hawk's new practice facility in California. Hawk will deliver his personal slant on the action sports lifestyle that he is largely responsible for bringing to the public consciousness. The show will launch Tuesday, July 20 at 6:00pm ET and will be uncensored and commercial-free.

According to Forbes Magazine, Tony Hawk's brand generated \$300 million in retail sales in 2003. The Tony Hawk's Pro Skater video games have become one of the most successful game series in the world. Hawk also enjoyed success with his 32-city US Boom Boom HuckJam action sports tour, which has successfully played to sold-out arenas for the past two years.

"I am very excited about doing a show on SIRIUS Satellite Radio," said Hawk. "Music has always been a huge part of what I do, and now I can share my influences and experiences with the world. It will also fit in perfectly with SIRIUS Faction's diverse format. Expect to hear interviews with interesting guests and a wide range of music from my world." Scott Greenstein, President of Entertainment and Sports at SIRIUS, commented, "Tony is the world's most visible action sport athlete and he's perfectly suited to become Faction's first on-air host. Tony Hawk's Demolition Radio is yet another example of the cutting-edge programming available only on SIRIUS." Over the next few months, SIRIUS will roll out additional star athletes who are slated to have their own shows on Faction. Tony Hawk's Demolition Radio is available with every SIRIUS subscription at no extra charge. SIRIUS radios for the car and home are available at Radio Shack, Best Buy, Wal-Mart, Circuit City and other electronics retailers around the country. To learn more, listen to SIRIUS live or find a SIRIUS retailer in your area, click on [sirius.com](http://sirius.com).

### 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, featuring multiple categories 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 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 Advance Auto Parts, Best Buy, Car Toys, Circuit City, 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.

*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.*