

Two-Time Super Bowl Mvp Tom Brady And Emmy-Winning Broadcaster John Madden 'Call The Plays' For SIRIUS Satellite Radio

Campaign Breaks August 2 To Promote NFL Sunday Drive, SIRIUS' Comprehensive Play-By-Play Package

Two-Time Super Bowl Mvp Tom Brady And Emmy-Winning Broadcaster John Madden 'Call The Plays' For Sirius Satellite Radio

NEW YORK, August 2, 2004 – Super Bowl MVP quarterback Tom Brady of the New England Patriots is teaming up with 14-time EMMY Award-winning football analyst John Madden in a new ad campaign for SIRIUS Satellite Radio (NASDAQ: SIRI), the Official Satellite Radio Partner of the NFL. The campaign will officially debut on August 2.

The SIRIUS NFL Sunday Drive campaign, including television, radio and print ads will run on a variety of NFL and sports media all the way through the post-season. The humorous television spot, titled "Breaking News," features Brady in his car showing off his SIRIUS receiver to Madden. Brady's real-life wide receivers, Deion Branch, Troy Brown and David Givens appear in the spot, bewildered at Madden's "breaking news" that a SIRIUS Satellite Radio is Brady's "new favorite receiver."

The ad campaign promotes SIRIUS NFL Sunday Drive, the new programming package that lets subscribers choose from a full slate of live radio game broadcasts from around the NFL each Sunday. SIRIUS NFL Sunday Drive complements SIRIUS NFL Radio – the only 24/7/365 channel dedicated exclusively to pro football – launching on August 2.

"This campaign will highlight SIRIUS' unique ability to broadcast the entire NFL every week through SIRIUS NFL Sunday Drive, as well as show the ease and flexibility of satellite radio," said Mary Pat Ryan, Executive Vice President of Marketing, SIRIUS. "And, what better way to communicate those messages than by using two of the most well-known and respected guys in the NFL, with Tom Brady and John Madden."

Scott Greenstein, SIRIUS President of Entertainment and Sports said, "In order to provide our customers with a unique listening experience, our mission at SIRIUS is to connect the best brands with the most compelling radio content. In the sports world, there is no better brand than the NFL, and the NFL on SIRIUS will be the most unique football programming available on radio. We're honored to have Tom Brady and John Madden representing the marketing of this exciting new content on SIRIUS."

SIRIUS NFL Sunday Drive SIRIUS customers will receive at no additional cost over the monthly subscription price of \$12.95, or less when purchased on an annual plan. SIRIUS systems that can be used in both the car and home are available for \$149 at electronics retailers across America including Best Buy, Circuit City, and RadioShack.

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, 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 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.