

## **SIRIUS Satellite Radio And Graceland Create All-Elvis Presley Radio Channel**

**"Elvis was a great fan of all new technologies in entertainment and communication. He was always the first person to get the latest gadgetry. I'm sure Elvis would have been SIRIUS Satellite Radio's first subscriber and would have had their rock, gospel and country programming going non-stop at home and on the road. It's such a great way to receive one's favorite music and I know he'd be beaming with pride at having his very own station." – Priscilla Presley**

**NEW YORK - June 28, 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 the launch of Elvis Radio, a 24/7 all-Elvis Presley® radio channel. All day, every day, Elvis Radio will celebrate "The King of Rock 'n' Roll®" by airing the entire spectrum of his career: His extensive catalog of hit singles ... the rarities ... the 'B' sides ... the 'Sun' years ... the movie soundtracks ... and his wonderful concerts. Elvis Radio will be hosted daily by SIRIUS DJs from a specially designed studio in the Plaza at Graceland, Elvis' Memphis, TN home.

Elvis Radio will debut July 2 on SIRIUS with a spectacular live broadcast from Memphis, TN. Elvis fans from around the world are expected at Graceland and the Sun Studio during the Fourth of July weekend to celebrate the 50th anniversary of Elvis' first single, "That's All Right."

"Elvis Presley was a true pioneer, a man of many firsts in our world," said Jack Soden, President & CEO of Elvis Presley Enterprises, Inc. "It seems natural for Elvis to be the first artist to have a satellite radio station exclusively devoted to his work. It's especially fitting that the launch of Elvis Radio happens to coincide with the 50th anniversary of the beginning of his career. What a great way to celebrate!"

Scott Greenstein, President of Entertainment and Sports, SIRIUS, said, "Fifty years after his first single, Elvis Presley still casts a spell over music lovers, songwriters and musicians everywhere; this is evidenced by the throngs of visitors to Graceland and the millions who buy his records each year. SIRIUS is committed to providing unique and innovative content to our subscribers that they can't get anywhere else – Elvis Radio is yet another example of that commitment."

The partnership between SIRIUS and Elvis Presley Enterprises calls for SIRIUS radios to be sold at Graceland gift shops and on Elvis.com. Elvis Radio will be available in all guest rooms at Memphis' Heartbreak Hotel and will play throughout the day in the public areas at Graceland. SIRIUS and Elvis Radio will be promoted on Elvis.com, to Elvis fan clubs and to Elvis e-mail lists.

"No artist in the history of recorded music made an impact on rock 'n' roll as Elvis did," said Steve Blatter, Vice President of Music Programming, SIRIUS. "Through his music, Elvis changed America and the world. We're proud to have worked closely with the Elvis estate to create Elvis Radio."

SIRIUS consultant Walter Sabo, who initiated the discussions for Elvis Radio said, "Rock radio exists because of Elvis – yet Elvis Presley's music can't be heard on very many radio stations anymore. Today, Elvis fans – and that's all of us – can hear Elvis, uncensored, from the hips up and down, on SIRIUS."

### **About SIRIUS**

SIRIUS, now available to over 10 million DISH Network satellite TV and SIRIUS Satellite Radio subscribers, provides listeners with over 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. SIRIUS offers over 60, 100% commercial-free, music channels 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 Best Buy, Car Toys, Circuit City, Good Guys, Sears, Tweeter and Ultimate Electronics, along with RadioShack and DISH Network outlets in mid-2004. SIRIUS is also currently available at Wal-Mart.

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 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.*