

Maxim Radio On SIRIUS To Officially Launch From Jacksonville During Super Bowl Week

Live From the Maxim Party Super Bowl Eve: Maxim Radio - Comedy, Sports, Music, and The Opposite Sex. The Best Thing To Happen To Men ... Since Women!

NEW YORK - January 31, 2005 - SIRIUS Satellite Radio will officially debut Maxim Radio - talking about life, women, comedy, gadgets, sports and music - in Jacksonville, Florida during Super Bowl week.

Maxim Radio is produced by Maxim magazine and SIRIUS Satellite Radio. Maxim Radio takes Maxim magazine's amazing ability to speak to guys and pours it into a national, live radio station. Maxim Radio will be the irreverent guy-talk of Maxim magazine, with music, listener call-ins and guests from the worlds of music, sports and entertainment.

Maxim Radio is hosted by young up-and-comers who live and breathe "Maxim" - including Steve Covino and Rich Davis weekdays from Noon-4pm ET, Michael Bower weekdays from 4pm-8pm ET and Evan Roberts and Brian O'Leary weeknights from 8pm-Midnight ET.

Maxim Radio's official debut will occur on Saturday, February 5 at 8pm ET, channel 145, live from "Maximony," this year's edition of Maxim magazine's famous annual Super Bowl party, in Jacksonville, Florida. Maxim is the best selling men's lifestyle magazine in the country and the world, with a guaranteed rate base in the United States of 2.5 million, almost twice its nearest competitor.

Note to news media: The Maxim staff will be available for media interviews in Jacksonville during Super Bowl week and in New York afterwards.

About SIRIUS

SIRIUS delivers more than 120 channels of the best commercial-free music, compelling talk shows, news and information, and the most exciting sports programming to listeners across the country in digital quality sound. SIRIUS offers 65 channels of 100% commercial-free music, and features over 55 channels of sports, news, talk, entertainment, traffic and weather for a monthly subscription fee of only \$12.95. SIRIUS also broadcasts live play-by-play games of the NFL and NBA, and is the Official Satellite Radio partner of the NFL.

SIRIUS radios for the car, truck, home, RV and boat are manufactured by Alpine, Audiovox, Blaupunkt, Clarion, Delphi, Jensen, JVC, Kenwood, Sanyo and XACT Communications. Available in more than 25,000 retail locations, SIRIUS radios can be purchased at major retailers including Best Buy, Circuit City, Crutchfield, Office Depot, Sears, Target, Wal-Mart and RadioShack. SIRIUS is also available at heavy truck dealers and truck stops nationwide.

SIRIUS radios are currently offered in vehicles from Audi, BMW, Chrysler, Dodge, Ford, Infiniti, Jeep®, Lincoln-Mercury, Mazda, Mercedes-Benz, MINI, Nissan, Porsche and Volkswagen. Beginning in February 2005, SIRIUS will also be available in Toyota, Lexus, and Scion vehicles. Hertz currently offers SIRIUS at 53 major locations around the country.

Click on www.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.