

# The Hype Is Real: Eminem's 'Shade 45' Radio Channel To Debut October 28 On SIRIUS Satellite Radio

## Groundbreaking Hip-Hop Channel To Premier With Exclusive Broadcast of Shady National Convention

**NEW YORK – October 14, 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 that Shade 45, the new uncensored hip-hop radio channel created by Eminem, Shady Records, Interscope Records and SIRIUS, will debut on Thursday, October 28.

Shade 45 will be heard on SIRIUS channel 45 and will hit the air with a live broadcast of the Shady National Convention from New York's Roseland Ballroom. Shade 45 will feature a full lineup of on-air hosts and mixers, including Eminem's DJ, Green Lantern.

"SIRIUS, Interscope, Shady and Eminem have assembled the definitive hip-hop radio channel," said Scott Greenstein, President of Entertainment and Sports, SIRIUS. "Shade 45 will be a radio channel that for the first time directly connects the artists with their fans. It will be originality of the highest order, with no filters and no commercial restrictions."

Paul Rosenberg, Eminem's manager and VP of Shady Records, remarked, "We're pleased to have Shade 45 launch live from the Convention. The station's mix of uncensored hip-hop music and on-air personalities who can say whatever they want is the kind of thing we at the SNC have fought for and will continue to support."

Shade 45 will be available to all SIRIUS subscribers at no extra charge over the standard monthly subscription fee of \$12.95. SIRIUS radios are available at retail outlets around the country. More information: [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, and features 55 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, Sanyo 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](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.*