

## **SIRIUS NFL Radio Goes Live August 2, Marking Launch Of First 24/7 Radio Channel Dedicated To The NFL**

**Programming Lineup Includes In-Studio Talk Shows Hosted by Chris Carter, Dan Reeves, John Riggins, Shannon Sharpe and others.**

**NEW YORK, August 2, 2004** – SIRIUS (NASDAQ: SIRI), the premium satellite radio provider known for delivering the very best in commercial-free music and sports programming to homes and cars across the country, today announced that SIRIUS NFL Radio, the first 24/7 year-round radio channel devoted entirely to the National Football League, will go live on Monday, August 2. SIRIUS also announced the programming lineup for its inaugural season.

SIRIUS NFL Radio will provide the most comprehensive, in-depth radio coverage of the NFL, including daily live shows hosted by legendary NFL figures, including Cris Carter, Dan Reeves, John Riggins and Shannon Sharpe. Each show will feature team-by-team reports, expert analysis, exclusive conversations with team personnel and sports insiders – and best of all, phone calls from football fans from around the country. The channel will also cater to fantasy football fans with a show dedicated to fantasy leagues every Friday.

SIRIUS NFL Radio complements SIRIUS NFL Sunday Drive, the new programming package that lets subscribers choose from a full slate of live radio game broadcasts from all around the NFL each Sunday.

“Football fans – real football fans – will get the best coverage of the NFL, every day of the year on SIRIUS NFL Radio,” remarked Steve Cohen, SIRIUS Director of NFL Programming. “We have spared no effort in assembling the wisest, smartest names in pro football for our on-air lineup. SIRIUS subscribers will be the best-informed football fans around!”

“SIRIUS NFL Sunday Drive will enhance football fans’ fall Sunday rituals, because wherever they are – at the beach, in the car or on the patio – they can now follow every play of their favorite teams and players with SIRIUS,” said Scott Greenstein, President of Entertainment and Sports, SIRIUS. “We’ve got something for every fan, including the opportunity to choose from either the home or away broadcast of the same game. SIRIUS NFL Sunday Drive and SIRIUS NFL Radio are two great ways to enjoy the NFL season this fall.”

SIRIUS NFL Radio kicks off at 8 am ET Monday, August 2 with “The Opening Drive” show hosted by Dan Reeves and Chris Moore. The complete weekday lineup:

**Live talk shows:** hosted by current and future NFL Hall of Famers, NFL and media experts. A look at the opening day schedule:

- 8-10am "The Opening Drive" with Chris Moore and Dan Reeves
- 10am-1pm "Movin' The Chains" with Bob Papa, Shannon Sharpe and Tim Ryan
- 1-3pm "The Red Zone" with Steve Cohen, Cris Carter, Glenn Parker, Gil Brandt and Carl Banks
- 3pm-7pm "The Afternoon Blitz" with Adam Schein, John Riggins and Pat Kirwan.

**Fantasy Show:** A weekly show throughout the season, updating fans on statistics, injuries and all the players hosted by Adam Caplan and John Hansen.

SIRIUS NFL Radio and SIRIUS NFL Sunday Drive are provided to SIRIUS customers at no additional cost over SIRIUS’ basic monthly subscription price of \$12.95 per month (an annual subscription lowers the monthly cost to \$9.95). SIRIUS radios that can be used in both the car and home are available for \$149 at Best Buy, Circuit City, Radio Shack, Wal-Mart and other electronics retailers across America.

### **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](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.*