

SIRIUS Satellite Radio Reaches 500,000 Subscribers

Consumers Continue to Flock to SIRIUS' Premium Programming of Commercial-Free Music, News, Information, Entertainment and Sports

NEW YORK – July 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 it passed the 500,000 subscriber mark. The company expects to have 1 million subscribers by the end of the year.

At the close of business on July 13th, SIRIUS had 500,749 subscribers to its nationwide service of 65, 100% commercial-free music channels and more than 50 channels of news, weather, traffic, entertainment and sports, including broadcasts of NFL games beginning this football season.

“This is another major milestone for SIRIUS, as we continue to grow our business,” said Joseph P. Clayton, CEO of SIRIUS. “In the second half of the year, we expect to attract many additional subscribers as more consumers recognize our premium programming, and tune-in to our broadcasts of live, play-by-play coverage of NFL games. Plus, with the tripling of our sales outlets to over 20,000, SIRIUS products will be available in more stores than ever before.”

SIRIUS currently has a wide variety of products available at mobile electronics retail stores, including Best Buy, Car Toys, Circuit City, Good Guys, Wal-Mart, Sears, Tweeter, Ultimate Electronics, RadioShack, Advance Auto Parts and DISH Network outlets.

Some of the products available include in-dash units for vehicles and boats, receivers designed specifically for homes, offices and stores, and portable “Plug & Play” products that can be used in cars, trucks RVs, boats and homes. Some of the “Plug & Play” products can also be incorporated into boomboxes for ultimate portability. A product catalogue is available on the SIRIUS website at sirius.com.

Beginning this month, RadioShack stores will be carrying the ORBITER Model SR4000 “Plug & Play” SIRIUS satellite radio receiver for an MSRP of \$99.95. The ORBITER also comes with a mobile docking station (SM4000) and home docking station (SH4000) at an MSRP of \$49.95 each, and a boombox attachment for an MSRP of \$99.95.

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 Best Buy, Car Toys, Circuit City, Good Guys, Wal-Mart, Sears, Tweeter and Ultimate Electronics, along with RadioShack, Advance Auto Parts 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 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.