

SIRIUS Satellite Radio Adds Barclays English Premier League Soccer To Unrivaled Sports Lineup

SIRIUS to Air Matches From UK's Top Soccer Teams in TWI deal

NEW YORK – November 29, 2004 – SIRIUS (NASDAQ: SIRI), the premium satellite radio provider known for delivering the most compelling commercial-free music and sports programming to cars and homes across the country, and TWI, the broadcasting arm of sports marketing agency IMG today announced that SIRIUS has expanded its broad slate of sports offerings to include Barclays English Premier League soccer.

As Official US Satellite Radio Partner to The Barclays English Premier League for the next three years, SIRIUS will carry a slate of matches each week. For the current season, broadcasts began on November 27 and will continue through the end of the season in May 2005.

Barclay's English Premier League encompasses the 20 best clubs in the U.K., including Chelsea, Arsenal, Liverpool and the storied Manchester United. The sport not only has a supersized following in its home country, but an estimated half-billion fans around the globe.

Scott Greenstein, President of Entertainment and Sports, SIRIUS, said: "For the first time, millions of US and English soccer fans and British expatriates can stay connected with their favorite soccer teams on SIRIUS. Every week, we'll carry a great selection of matches throughout the season until a league champion is crowned."

Premier League Chief Executive, Richard Scudamore, said: "The Premier League is the world's most popular domestic league competition. We are now broadcast on television in more than 180 different countries, but we are always looking to ensure there are numerous ways for fans to access and enjoy the competition. "Our partnership with SIRIUS will ensure that all the best Barclays English Premiership action is available in audio form to millions of fans throughout the United States."

Bill Sinrich, CEO of TWI said: "TWI is delighted to be working with our new partner SIRIUS Satellite Radio. There is no doubt that satellite radio is the radio medium of the future and we are thrilled to be in at the early stages of this exciting new development together with them."

SIRIUS radios for the car and home are available at large and small retail locations throughout the United States, as well as in about 75 car models. More details at www.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 over 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, Brix Labs, Clarion, Delphi, Eclipse, Jensen, JVC, Kenwood, Sanyo and XACT Communications and can be purchased at major retailers including Advance Auto Parts, Audio Express, Best Buy, Car Toys, Circuit City, Crutchfield, Good Guys, Office Depot, Sears, Tweeter, Ultimate Electronics and Wal-Mart, along with RadioShack and DISH Network outlets. SIRIUS is also available at heavy truck dealers and truck stops nationwide.

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. SIRIUS is also available as a factory option on select Freightliner, Kenworth and Peterbilt Class 8 trucks.

Also, Hertz currently offers SIRIUS in over 30 vehicle models at 53 major locations around the country. In addition, the Penske companies – Penske Auto Group and United Auto Group – are offering SIRIUS radios as a factory installed option, where available, in their cars and trucks through their dealerships.

In addition, some of the best names in boating and recreational vehicles offer SIRIUS including Carver, Formula, Four Winns,

Glastron, Godfrey, Hydra Sports, Larson, Lowe, Mastercraft, Monterrey, Ranger, Regal, Sea Ray, Skier's Choice and Wellcraft, as well as RV and coach builders Winnebago, Fleetwood, American Coach, Starcraft and Alfa Leisure.

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.

About TWI

TWI is the television and radio arm of the IMG, the world's premier sports marketing agency. It is the world's largest independent producer, packager and distributor of sports programming, distributing nearly 9,000 hours of live events and original programming each year, across 200 countries and covering more than 240 sports. TWI represents the global rights of Premiership Football outside the UK and also has deals in place in Africa, Asia and Australia.