

SIRIUS Satellite Radio Passes 700,000 Subscriber Mark

- **Company On Track to Reach One Million Subscribers by End of Year**
- **SIRIUS Continues to Dominate Satellite Radio Programming With Coverage of the NFL and College Sports, and Unprecedented Commercial-Free Music, Including Eminem's "Shade 45" and Maxim Radio Coming This Fall**

NEW YORK – October 19, 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 has surpassed 700,000 subscribers, and remains on track to achieve one million subscribers by the end of the year.

SIRIUS passed the 700,000 mark on October 18, helped by its best month ever on record in September with over 69,000 subscribers.

This fall also marked the debut of SIRIUS NFL Sunday Drive, the programming package that allows subscribers nationwide to hear every NFL game each week, and SIRIUS College Sports Radio, featuring play-by-play coverage of college football and basketball of over 25 top programs from around the country. SIRIUS is also home to 65 channels of 100% commercial-free music as well as over 55 channels of news, sports, weather, traffic information, original entertainment and call-in talk shows, all for the great value of \$12.95 a month, with no added premiums, and discounts for advance payments of one-year or more.

“SIRIUS acquired over 69,000 subscribers in September, beating our previous record for monthly subscriber growth,” said Joseph P. Clayton, CEO of SIRIUS. “This is indicative of the traction we are seeing in the retail marketplace, and the launch of more factory programs with our automotive partners, as well as the buzz that SIRIUS is generating from exciting programming initiatives such as NFL, college sports, Eminem’s ‘Shade 45’, Maxim Radio and, beginning in 2006, Howard Stern.”

SIRIUS also launched a whole new line of smaller, feature-rich satellite radios – such as the ‘Sportster’ – boomboxes and accessories this fall, which the company says is being well-received by consumers. Plus, SIRIUS also began a new advertising campaign featuring the NFL and commercial-free music programming to support all of its recent initiatives.

SIRIUS and Ford recently announced that Ford will offer SIRIUS as a dealer-installed option in four additional models for a total of 13, and plans to offer SIRIUS as a factory-installed option on up to 20 vehicles over the next two model years.

SIRIUS continues to have the strongest balance sheet in satellite radio, with cash of approximately \$800 million.

SIRIUS radios for the car and home beginning at \$149 are available at Audio Express, Best Buy, Circuit City, Crutchfield, Car Toys, Good Guys, RadioShack, Sears, Tweeter, Ultimate Electronics, Wal-Mart and thousands of other dealers around the country. SIRIUS radios are also available in select Ford, DaimlerChrysler, BMW, Audi, Volkswagen, Nissan and Infiniti automobiles.

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 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.