

## Ross Zapin Joins SIRIUS Satellite Radio As Vice President Of Promotions

**NEW YORK - December 10, 2004** - SIRIUS Satellite Radio today announced the appointment of Ross Zapin to Vice President of Promotions. Zapin is responsible for overseeing the company's music, sports, and entertainment promotions and reports to Scott Greenstein, SIRIUS President of Entertainment and Sports.

Zapin brings a solid radio and music industry background to SIRIUS. From 1999-2004 he served as the head of alternative/rock and video promotion at Dreamworks Records, where he was responsible for video promotion at MTV, VH-1 and Fuse in addition to all East Coast promotional operations. He also headed nationwide promotion for Dreamworks' rock and alternative artists including Nelly Furtado, Jimmy Eat World and Papa Roach.

From 1997-1999, Zapin was vice president, alternative promotion at Geffen Records. In this capacity, Zapin worked with artists including Courtney Love, Rob Zombie and Garbage. Previously, Zapin was Geffen's East Coast promotion VP, and director of promotions for the New York region.

Zapin has also held positions at Ron Delsener Enterprises, WRCN- FM/Long Island, NY and WAPP-FM/New York.

"Ross is a stellar addition to the SIRIUS team," said Greenstein. "His proven ability to originate exciting and effective promotions will increase the visibility of SIRIUS to potential subscribers and add countless advantages to those already signed up."

"I look forward to working with Scott and the SIRIUS team to expand SIRIUS' promotional activities," said Zapin. "The company's innovative programming will translate perfectly into high-energy, high-impact events."

### **About SIRIUS**

SIRIUS delivers more than 120 channels of the best commercial-free music, compelling talk shows, news and information, and the most exciting sports programming to listeners across the country in digital quality sound. SIRIUS offers 65 channels of 100% commercial-free music, and features over 55 channels of sports, news, talk, entertainment, traffic and weather for a monthly subscription fee of only \$12.95. SIRIUS also broadcasts live play-by-play games of the NFL and NBA, and is the Official Satellite Radio partner of the NFL.

SIRIUS radios for the car, truck, home, RV and boat are manufactured by Alpine, Audiovox, Blaupunkt, Clarion, Delphi, Jensen, JVC, Kenwood, Sanyo and XACT Communications. Available in more than 25,000 retail locations, SIRIUS radios can be purchased at major retailers including Best Buy, Circuit City, Office Depot, Sears, Target, Wal-Mart and RadioShack. SIRIUS is also available at heavy truck dealers and truck stops nationwide.

SIRIUS radios are currently offered in vehicles from Audi, BMW, Chrysler, Dodge, Ford, Infiniti, Jeep®, Lincoln-Mercury, Mazda, Mercedes-Benz, MINI, Nissan, Porsche and Volkswagen. Hertz currently offers SIRIUS at 53 major locations around the country.

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.*