

## **Tony Hawk's SIRIUS Satellite Radio Show Integrated into Activision's Tony Hawk's American Wasteland Video Game**

NEW YORK, Oct 18, 2005 /PRNewswire-FirstCall via COMTEX/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) and skate icon Tony Hawk's weekly SIRIUS show, Tony Hawk's Demolition Radio, have been integrated into Activision, Inc.'s (Nasdaq: ATVI) Tony's Hawk's American Wasteland video game, which is shipping to retail stores nationwide October 18.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20051018/NYTU132-a>  
<http://www.newscom.com/cgi-bin/prnh/20051018/NYTU132-b>  
<http://www.newscom.com/cgi-bin/prnh/20051018/NYTU132-c>  
<http://www.newscom.com/cgi-bin/prnh/19991118/NYTH125> )

Tony Hawk's American Wasteland is the new title in the No.1 best-selling action sports video game franchise. With this title, for the first time ever in a Tony Hawk game, players can continuously skate or BMX bike through a streaming Los Angeles city without leaving the game or waiting for load times, as they explore and play through missions while experiencing various aspects of SIRIUS.

SIRIUS branding is part of the game's song identification feature that displays the current music track the player is listening to via a rendering of a SIRIUS receiver. SIRIUS logos can be seen in customization options (such as Create-A-Skater and Create-A-Graphic modes), as well as on billboards and buildings in the game's Los Angeles cityscapes. Players are also prompted by audio cues voiced by Tony Hawk that refer to his Demolition Radio show, heard exclusively on SIRIUS.

Tony Hawk said, "It gives me the unique opportunity to merge my worlds of gaming, skating and my Demolition Radio show into our best game yet."

"The way SIRIUS and Tony's Demolition Radio show are integrated into Tony Hawk's American Wasteland clearly demonstrates how unique and compelling radio content can translate to other major entertainment platforms," said Scott Greenstein, SIRIUS President of Entertainment and Sports.

SIRIUS will be supporting the game's release with contesting on several music channels, on its web site ([www.sirius.com](http://www.sirius.com)), and in information provided to its subscribers. Tony Hawk will feature music from the game's soundtrack as well as its stand-alone soundtrack CD on his Demolition Radio show.

Tony Hawk's Demolition Radio on SIRIUS features Tony's personal slant on the action sports lifestyle, his favorite music, and conversations with special guests and listeners. It can be heard exclusively on SIRIUS Tuesdays at 7 pm ET on Faction channel 28, the channel created by SIRIUS for action sports enthusiasts that also features such hosts as Bam Margera, Lance Armstrong, Bode Miller, Jonny Moseley, Kelly Slater and others. The show is also repeated on Wednesdays at 12 am ET and on Sundays at 10 pm ET.

For more information, visit [www.sirius.com](http://www.sirius.com) and [www.radiofaction.com](http://www.radiofaction.com).

### About SIRIUS

SIRIUS delivers more than 120 channels of the best commercial-free music, compelling talk shows, news and information, and the most extensive 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, NHL and NBA and is the Official Satellite Radio Partner of the NFL and NHL.

SIRIUS products for the car, truck, home, RV and boat are distributed by Alpine, Audiovox, Brix Group, Clarion, Delphi, Directed Electronics, Eclipse, Jensen, JVC, Kenwood, Magnadyne, Monster Cable, Pioneer, Russound, Tivoli and XACT Communications. Available in more than 25,000 retail locations, SIRIUS radios can be purchased at major retailers including Best Buy, Circuit City, Crutchfield, Costco, Target, Wal-Mart, Sam's Club and RadioShack. SIRIUS is also available at heavy truck dealers, truck stops and travel centers nationwide.

SIRIUS radios are currently offered in vehicles from Audi, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep(R), Land Rover, Lexus, Lincoln-Mercury, Mazda, Mercedes-Benz, MINI, Nissan, Scion, Toyota, Porsche, Volkswagen and Volvo. Hertz currently offers SIRIUS at major locations around the country.

Click on [www.sirius.com](http://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, 2004 filed with the Securities and Exchange Commission. Among the key factors that have a direct bearing on our operational results are: our dependence upon third parties, including manufacturers of SIRIUS radios, retailers, automakers and programming partners, our competitive position and any events which affect the useful life of our satellites.

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