

SIRIUS Satellite Radio Unveils On-Air Lineup For Shade 45

Key Personalities Anchor Uncensored Hip-Hop Channel Produced by Eminem, Interscope, Shady and SIRIUS

NEW YORK – November 16, 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, has set the on-air lineup for Shade 45, the new raw and uncensored hip-hop channel executive produced by Eminem, Interscope Records, Shady Records and SIRIUS.

Shade 45, heard only on SIRIUS, kicked off October 28 with the first ever live broadcast from New York of an Eminem concert, which included guest appearances by fellow hip-hop superstars 50 Cent and Dr. Dre.

The Shade 45 weekday lineup includes:

DJ Cipha Sounds: 8am - Noon ET

Cipha's background includes on-air hosting at Hot 97 radio in New York; working for the Neptunes' record label, Star Trak; and being the DJ on Comedy Central's *Chappelle's Show*.

Lil' Shawn: Noon - 4pm ET

During his six years on-air at Kiss FM/Phoenix and Power 92.3/Phoenix Lil' Shawn developed a friendship with Eminem. Lil' Shawn was subsequently picked by Shady Records to host on Shade 45.

Rude Jude and Lord Sear: 4pm-8pm ET

Detroit native Rude Jude spent the last six years doing improvisational comedy as a regular member of the *The Jenny Jones Show*. Lord Sear is renowned in the world of hip-hop as an artist, DJ and radio personality. He has toured worldwide with Eminem as a DJ and concert host.

Shade 45 will also feature specialty shows from America's best-known mixers and DJs:

DJ Green Lantern: Thursdays, 8pm-Midnight ET

Green Lantern gained fame in the mixtape world a decade ago and now serves as Eminem's DJ. He is also signed to Shady Records as an artist and is working on his debut release.

Clinton Sparks: Wednesdays, 8pm – Midnight ET

Clinton was recently named DJ of the year at the 2004 Mixshow Power Summit.

The Aphiliates: (time/day to be announced)

Straight from Atlanta, this DJ organization features DJ Drama, Don Cannon, DJ Sense, DJ Jamad and DJ Ox. All of the members of the Aphiliates routinely tour with major artists and are extremely hot on the Southern mixtape circuit.

Shade 45 – the hype is real!

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 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.