

## **COSMO Radio Channel Debuts Today Exclusively on SIRIUS Satellite Radio**

### **From the Pages of Cosmopolitan - the Best-Selling Young Women's Magazine in the World**

NEW YORK, March 14, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) and Cosmopolitan magazine today announced the launch of COSMO Radio, a 24-hour, 7-day-a-week channel. Geared toward Cosmopolitan's audience of fun, fearless females, COSMO Radio features the same smart relationship advice, beauty and fitness tips, health news and entertaining information that has given the magazine its iconic brand status.

(Logo: <http://www.newscom.com/cgi-bin/prnh/19991118/NYTH125> )

COSMO Radio can be heard on SIRIUS channel 111. Exploring stories and trends from the latest issue of Cosmopolitan with guests and live callers, and playing today's top music hits, COSMO Radio is the new destination for savvy, sophisticated young women. Programming includes interviews with Cosmopolitan's expert editors, including Editor in Chief Kate White, on everything from astrological predictions to snagging the man of your dreams. The show will also feature celebrity guests talking about their latest projects as well as readers sharing their own experiences. COSMO Radio joins an already powerful lineup of informative and entertaining talk programming for women at SIRIUS.

"COSMO Radio on SIRIUS will give women across the country a smart and humorous way to take the intimacy of a "girls' night out" to a much larger platform," said Scott Greenstein, SIRIUS president of sports and entertainment. "We welcome them and their legions of fans to satellite radio -- Cosmo style."

"Readers always tell us that they can't get enough of the magazine so we're delighted to offer them an around-the-clock Cosmo fix," said White. "We are bringing the pages of the magazine to life so expect fun, irreverent shows covering everything a girl loves."

#### **WAKE UP WITH COSMO RADIO**

Monday - Friday, 7:00 am - 11:00 am

Each day will start with celebrity gossip, the latest entertainment news, and stories from the current issue of Cosmopolitan while playing today's hottest hits. There will be interviews with experts, celebrities, other special guests and more. Hosted by Taylor Strecker and Tia Williams.

#### **GO TO BED WITH COSMO RADIO**

Monday - Friday, 7:00 pm - 11:00 pm

The talk at night turns to relationships and going out on the town. Listeners will be given the all-important "guy perspective" on Cosmo-related topics. Hosted by Patrick Meagher.

#### **BEAUTY BEAT**

Cosmopolitan's Beauty Director Rachel Hayes Gayle and Associate Beauty Editor Andrea Lavinthal give tips on how to look totally gorgeous.

#### **BEAUTY BLOG**

Cosmopolitan's Associate Beauty Editor Andrea Lavinthal takes COSMO Radio listeners behind the velvet ropes with her reports on special beauty events and parties.

#### **BEDSIDE ASTROLOGER**

Who cares about the weather--COSMO Radio listeners want to know what's in the stars! They'll find out with COSMO Radio's daily Bedside Astrologer horoscopes.

#### **LOOK GOOD NAKED**

COSMO Radio's fitness segments will give listeners tips on how to get awesome abs and a better butt without even leaving their bedroom or desk.

## 7 THINGS YOU NEED TO KNOW

A look at the biggest stories of the day that matter to the COSMO Radio listener, plus what happened on last night's hottest TV shows and the latest celebrity gossip.

## ASK HIM ANYTHING

Cosmopolitan's resident guy guru Jonathan Small comes to COSMO Radio to answer listeners questions about why men do the things they do and give them a peek inside the male mind.

## COSMO CONFESSIONS

Listeners share their most shocking stories and steamiest secrets in the COSMO Radio version of the magazine's popular Confessions column.

## GUY SPY

Cosmo's Man on the Street gets the dirt from his buddies on decoded man-speak, and reports it all back to our listeners.

## BEHIND THE SCENES AT COSMO RADIO

Cosmopolitan Editor in Chief Kate White takes listeners behind-the-scenes of Cosmo events and happenings and shares her insider view of features in the magazine.

## COSMO FOR YOUR GUY

Don't know how to talk to him about sensitive stuff? Grab your man and listen as we tell him what you really want.

## COSMO NEWS

A look at the biggest stories of the day that matter to the COSMO Radio listener, plus what happened on last night's hottest TV shows and the latest celebrity gossip. You'll be the most informed girl at the water cooler!

## CONVERSATION STARTERS

Never be at a loss for words around that cute guy again. We not only give you the opening line, our COSMO Radio team road-tests it for you!

## COSMO WEEKEND

Every Friday, tips on what else to do with your man this weekend

## GUYS UNCENSORED

What do guys really think about sex, love and the way you look in those jeans? The most intimate questions are answered -- by guys themselves.

## WORK IT

Is it okay to date a coworker? How do you stay professional when your boss is totally hot? And how do you handle a colleague who's a backstabber? Work questions get answers!

## About SIRIUS

SIRIUS delivers more than 130 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 currently offers 69 channels of 100% commercial-free music, and features 64 channels of sports, news, talk, entertainment, traffic, weather and data for a monthly subscription fee of only \$12.95. SIRIUS is the Official Satellite Radio Partner of the NFL, NBA and NHL and broadcasts live play-by-play games of the NFL, NBA 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, RadioShack and at <http://shop.sirius.com>.

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 <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, 2005 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.

#### About Cosmopolitan

Cosmopolitan is the best-selling young women's monthly magazine worldwide, reaching almost 18 million readers every month. With more than 50 international editions that are published in 32 languages and sold in more than 100 countries, Cosmopolitan is published by Hearst Magazines, a unit of The Hearst Corporation (<http://www.hearst.com>). Hearst is one of the biggest publishers of monthly magazines, with a total of 19 U.S. titles and 145 international editions. The company also publishes 19 magazines in the United Kingdom through its wholly owned subsidiary, The National Magazine Company Limited.

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