

# **SIRIUS Satellite Radio to Broadcast Every Game of the 2006 NCAA(R) Division I Men's Basketball Tournament**

## **Uninterrupted Broadcast Lineup Will Allow SIRIUS Listeners to Hear Every Second of Every Tournament Game**

NEW YORK, March 9, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI), for the second straight year, will be the exclusive satellite radio provider of every game of the 2006 NCAA(R) Division I Men's Basketball Championship.

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

SIRIUS will provide uninterrupted coverage of every match-up from the opening tip of the opening round game on March 14 through the final buzzer of the championship game on April 3. All games will be offered in their entirety with no blackouts and at no extra charge to subscribers. SIRIUS is the only radio broadcaster to broadcast every game of the NCAA(R) Division I Men's Basketball Tournament in its entirety.

Games will air on channels 121, 123, 125 and 181. Regular SIRIUS host Steve Torre will anchor SIRIUS' coverage, providing up-to-the-minute scores and highlights and directing listeners to games around the dial. Full SIRIUS tournament brackets, with match-ups and channel assignments, can be downloaded from <http://www.sirius.com> following Selection Sunday, March 12.

"For many fans, the NCAA tournament marks the most exciting three weeks on the sports calendar," said Steve Cohen, SIRIUS' Vice President of Sports Programming. "SIRIUS will air every second of action, every cinderella performance and every buzzer-beater to our national audience, making us a must-have for NCAA hoops fans."

SIRIUS airs more college sports than any other radio outlet, providing play-by-play from more than 150 college teams around the nation from conferences including the Pac 10, SEC, Big Ten, Big 12, Big East, Atlantic 10, Big West, Metro Atlantic, Mid-American, Missouri Valley, Ohio Valley, Southern, Sun Belt, West Coast, Mountain West, Western Athletic, Conference USA, Colonial Athletic Association, Horizon League and Ivy League.

SIRIUS is also the Official Satellite Radio Partner of Alabama, Army, Auburn, Colorado, Florida, Iowa State, Kansas, Kentucky, Louisville, LSU, Michigan, Ole Miss, Mississippi State, Missouri, Navy, Nebraska, Notre Dame, Ohio State, Oklahoma, Oklahoma State, Pittsburgh, South Carolina, Syracuse, Tennessee, Texas, Texas A&M, Texas Tech, UCLA, USC, Vanderbilt and West Virginia.

In addition to being the Official Satellite Radio Partner of the NFL, NBA, NHL, AFL, Wimbledon Championships and Barclays English Premier League soccer, SIRIUS provides sports news and talk and coverage of several of the year's top thoroughbred horse races. Starting in 2007, SIRIUS will be the official satellite radio home of NASCAR.

### About SIRIUS

SIRIUS delivers more than 125 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 68 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 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.

Click on <http://www.sirius.com> to listen to SIRIUS live, or to find a SIRIUS retailer or car dealer in your area.

### About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 360,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 49,000 student-athletes compete in NCAA championships in Division I, II and III sports. For more information, go to <http://www.ncaa.org>.

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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