

Sirius College Sports Radio Adds Heisman Ceremony to High-powered Line-up

Official Satellite Radio Partner of the Heisman Memorial Trophy to Broadcast Live from Award Ceremony; Will Air Exclusive Interview with Winner SIRIUS' Radio Coverage of Ceremony to be Streamed Live on Heisman.com

NEW YORK – December 7, 2004 - SIRIUS Satellite Radio (NASDAQ: SIRI) today announced that its SIRIUS College Sports Radio will bring fans the only live radio coverage of the 70th Heisman Memorial Trophy Awards Presentation on Saturday, December 11. The live, three-hour show begins at 7 pm ET on SIRIUS Sports Action // Channel 123, and SIRIUS will broadcast the first post-ceremony radio interview with the 2004 winner.

The program will originate from the Hilton Hotel New York, the site of the ceremony, and will include interviews with the 2004 Heisman contenders, past Heisman winners, and other college football luminaries. Former Oklahoma and NFL running back Spencer Tillman and former Auburn Tigers head coach (and current ABC football analyst) Terry Bowden will host the exclusive SIRIUS Satellite Radio coverage.

The Heisman broadcast is part of the advertising, marketing and promotional association between SIRIUS and CSTV: College Sports Television, announced in August. In addition, CSTV's CollegeSports.com has launched the official website of the Heisman Trophy (www.heisman.com) which, along with CSTV's CollegeSports.com, will stream live audio of SIRIUS College Sports Radio's three-hour Heisman show Saturday. Heisman.com also features historical information, profiles of past Heisman winners, statistics and ticket information regarding the 2004 Heisman Memorial Trophy Award dinner on December 13.

"The Heisman Memorial Trophy is the most prestigious and talked-about award in college sports, and we're excited to offer our passionate fans an all-access pass to the awards ceremony," said Scott Greenstein, SIRIUS President of Entertainment and Sports. "Through our association with CSTV, we are helping to change the landscape of sports radio coverage by bringing events like the Heisman to loyal listeners throughout the country."

"Our partnership with CSTV and SIRIUS Satellite Radio will give college football fans greater access to the Heisman Trophy," said William J. Dockery, president of the Heisman Trophy Trust. "As the most anticipated sports award in America, the announcement of this year's Heisman winner can now be heard by more people than ever. We are pleased to have SIRIUS and CSTV as partners for the next several years."

SIRIUS is also the Official Satellite Radio Partner of the NFL, featuring a programming package that brings subscribers nationwide live broadcasts of NFL games, as well as the Official Satellite Radio partner of 26 major colleges, making SIRIUS the destination for football. SIRIUS radios for the car and home are available at major retailers nationwide. For more information, go to sirius.com.

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 to listen to SIRIUS live, or to find a SIRIUS retailer or car dealer in your area.

About College Sports TV

CSTV is a multi-media company that consists of the first-ever 24-hour college sports television network, College Sports TV; the leading college sports online network, CollegeSports.com; and the first ever 24-hour college sports radio network, SIRIUS College Sports Radio. Through its numerous platforms, CSTV provides more live college sports games, events, news, information, analysis and broadband content, and reaches more college sports fans, than any other company.

College Sports TV, voted the #1 emerging cable network in a recent Beta research study, televises regular season and championship event coverage from over 35 men's and women's sports across every major collegiate athletic conference as well as many select NCAA Championships. CSTV and the Mountain West Conference recently announced a fully integrated multi-media partnership, beginning in Fall 2006 that will deliver more games to more people in more homes across more sports than any other Conference partnership. College Sports TV currently has agreements with the top three national distributors - Comcast, DirecTV and Time Warner Cable, among others.

CollegeSports.com, the most-trafficked college sports Web site, and its network of more than 170 official athletic sites are the number one online source for college sports broadband content, news, information, scores and analysis. SIRIUS College Sports Radio will broadcast a comprehensive package of college football and basketball games from teams in the Big 10, Big 12, Big East, Pac 10, and SEC conferences, as well as from Notre Dame.

CSTV was co-founded by President and CEO Brian Bedol, Chairman Steve Greenberg and Executive Vice President Chris Bevilacqua. Bedol and Greenberg co-founded Classic Sports Network, which they sold to ESPN. It is now ESPN Classic. Bevilacqua is a former senior executive with Nike Inc., where he headed the company's successful foray into the college market.

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.