

'Sex and the City' Author Candace Bushnell to Launch Weekly Talk Show on SIRIUS Satellite Radio

'Candace Bushnell's Sex, Success and Sensibility' a Live, Call-in Show From the Bedroom to the Boardroom, Bushnell and Friends Will Explore What Women Really Say About Men, Relationships and Careers

Mar 07, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) today announced that Candace Bushnell, New York Times bestselling author and creator of the Sex and the City phenomenon, will host Candace Bushnell's Sex, Success and Sensibility, a live, weekly talk show that brings her keen eye and sharp wit to satellite radio.

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

Candace Bushnell's Sex, Success and Sensibility, debuting this spring on SIRIUS Stars channel 102, will be a live, weekly, four-hour show where women discuss the issues, challenges, triumphs and aspirations they face with men and careers. Bushnell will invite special guests to appear on the show and take listener calls. The show will focus on topics related to both relationships and work.

"I've seen it all -- from the toxic bachelor to the happily betrothed, from the modelizers to Mr. Big. Women today are charting new territory: balancing busy careers with their families and trying to find time for the all the relationships in their lives. I can't wait to connect with them on the air. After writing extensively about these topics I am thrilled to make the leap from the page to the radio. My show fits right in with the smart, definitive programming SIRIUS has for women," said Candace Bushnell.

"Sex and the City opened the floodgates for women everywhere to talk with candor and humor about men, sex, and relationships. Now, with Candace Bushnell's Sex, Success, and Sensibility, this dialogue continues and will be taken to the next level," said Scott Greenstein, President of Sports and Entertainment, SIRIUS Satellite Radio. "In Candace's trademark clever and witty style she will address the interpersonal and professional issues that matter to women most -- and sometimes scare men."

Candace Bushnell's acute and humorous observations of single life in New York City were first chronicled in her Sex and the City columns in The New York Observer, which were the basis for bestselling book which later spawned the multiple award-winning HBO television show of the same name. Sex and the City, in print and on television, inspired a new language and forever changed the way women of all ages all over the world talk about men, dating and sex.

Today, Bushnell is still breaking ground and providing social commentary on the trials and tribulations of the modern woman through her most recent bestselling novel Lipstick Jungle, which explores the new paradigm of the modern career woman. Her foray into satellite radio will provide an even broader platform for Bushnell to share her relevant, insightful, and humorous views with millions of SIRIUS subscribers across the country.

Bushnell quickly rose from acclaimed columnist to bestselling author. In 1994 Bushnell launched the Sex and the City column in The New York Observer writing about her nightlife, dating, sex and life in the fast lane told through the voice of her alter ego Carrie Bradshaw. Bushnell followed up Sex and the City with three bestselling novels: Trading Up, Four Blondes, and most recently, Lipstick Jungle. All of her books have gone to the top of the bestseller lists. Lipstick Jungle is currently in development at NBC-TV. Her novels are about the ups and downs of the loves, lives and careers of modern women. She married New York City ballet principal dancer Charles Askegard in 2002.

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.

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 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, 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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