

## Lance Armstrong Joins SIRIUS Satellite Radio

### Six-Time Tour de France Champion To Host Own Show On SIRIUS Faction

**NEW YORK - October 25, 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, today announced that Lance Armstrong is the latest celebrity athlete to host his own show on SIRIUS Faction, the innovative music channel created especially for action and outdoor sports enthusiasts.

Few athletes on the world stage can rival Lance Armstrong's accomplishments. Over the summer he won an unprecedented sixth Tour de France, with all six earned following his successful battle with cancer. Armstrong has been awarded virtually every sporting honor including Best Male Athlete at the 2003 ESPY awards; Sports Illustrated labeled him "one of the greatest athletes of all time." As founder of the Lance Armstrong Foundation, he has helped to fight cancer through education programs, government advocacy, public health initiatives, research and survivorship initiatives. The foundation has sold more than 18 million yellow LIVESTRONG bracelets at a dollar apiece.

"Lance Armstrong is arguably the greatest, most inspirational athlete and humanitarian in the sporting world," said Scott Greenstein, President of Entertainment and Sports, SIRIUS. "His accomplishments both as a cyclist, a two-time best-selling author and as founder of the Lance Armstrong Foundation are unparalleled. But Lance also likes to have fun - he takes advantage of all that his hometown of Austin, Texas has to offer in the form of great music. Lance will bring his life's experiences, interests and lifestyle to the SIRIUS microphone every week."

"SIRIUS has already gathered an amazing group of sports heroes for the Faction channel, and I'm honored to be included among them," said Armstrong. "Each week, I'll share some of my experiences, speak with listeners, bring on special guests, and most importantly play some of my favorite music."

SIRIUS Faction also features *Tony Hawk's Demolition Radio*, hosted by the legendary skateboarder; world champion surfer Kelly Slater's Radio KA-OS; *Sixty Minute Set with Kerri Walsh*, hosted by the Olympic Gold Medalist, and upcoming programs featuring *Viva La Bam* host Bam Margera and beach volleyball icon Sinjin Smith.

Armstrong's yet-to-be-titled show will launch later this year and will be heard exclusively on SIRIUS.

#### 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 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, Clarion, Eclipse, Jensen, JVC, Kenwood, Panasonic, Sanyo and U.S. Electronics, and can be purchased at major retailers including Advance Auto Parts, Best Buy, Car Toys, Circuit City, Crutchfield, Good Guys, Wal-Mart, Sears, Tweeter and Ultimate Electronics, along with RadioShack and DISH Network outlets.

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. Also, Hertz currently offers SIRIUS in 29 vehicle models at 53 major locations around the country. In addition, the Penske companies – Penske Auto Group, United Auto Group and Penske Trucking – are offering SIRIUS radios as a factory installed option, where available, in their cars and trucks through their dealerships.

Genmar Holdings, the world's largest manufacturer of recreational boats, Formula Boats and Winnebago, the leading supplier of recreational vehicles and motor homes, also offer SIRIUS.

Click on [sirius.com](http://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.*

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