

Howard Stern Makes History!

Launches His Show Exclusively On SIRIUS Satellite Radio Monday, January 9, 2006 Stern also reveals programming lineup for his 2 SIRIUS channels

NEW YORK, Jan 09, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- The long-awaited debut of revolutionary radio personality Howard Stern broadcasting exclusively on SIRIUS Satellite Radio (Nasdaq: SIRI) took place today. Stern also announced some of the groundbreaking programming he's created for his two SIRIUS channels -- Howard 100 and Howard 101 -- during his debut show.

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

Stern, who was joined by longtime on-air cohorts Robin Quivers, Fred Norris, Artie Lange and producer Gary Dell'Abate, opened his mic for the first time live on SIRIUS at 6 am ET and PT this morning. The moment was one of the most highly anticipated in the media world since Stern announced 14 months ago that he would be leaving terrestrial radio to broadcast exclusively on SIRIUS.

Starting today, The Howard Stern Show will be broadcast Monday through Friday on SIRIUS channels 100 and 101. The show will be live beginning at 6 am ET on channel 100, and on channel 101 beginning at 6 am PT. The Howard Stern Show runs approximately four hours. Although both channels 100 and 101 carry The Howard Stern Show and Howard 100 News, programs on channel 100 will be more Howard-centric, while the programs on channel 101 will be more entertainment-oriented.

Scott Greenstein, SIRIUS President of Entertainment and Sports, said, "There is no other personality like Howard Stern in the world of entertainment, and he is finally on SIRIUS Satellite Radio where he will be given the freedom and support to create and perform. Today we are seeing just the beginning of this remarkable pioneering force."

Stern also welcomed controversial, Florida-based radio personality Bubba the Love Sponge(R) as the weekday afternoon host on Howard 101. Bubba can be heard from 4 to 8 pm ET (1 to 5 pm PT) on Howard 101.

During the live debut broadcast of The Howard Stern Show on SIRIUS, Stern also revealed some of the new special programming he's created for his two SIRIUS channels. In addition to Bubba the Love Sponge(R), highlights of the two Stern channels include:

Howard 100 News - Full team coverage of the good, the bad and the ugly on the King of All Media.

Tissue Time with Heidi - Bedtime stories Howard fans won't want to miss.

Meet The Sterns - Ben and Ray Stern discuss Howard's childhood and take phone calls.

Super Fan Roundtable - Revolving panel of super fans discuss Howard and take phone calls.

Crack Whore View - These gals have a point of "view" you won't see on television.

Meet The Shrink - Howard's hand-picked psychologist and life coach discusses issues.

Red Peters Countdown - Uncensored songs, oddities, taboo subjects and the forbidden spoken word.

Updated programming information and schedules for Howard 100 and Howard 101 will be available at <http://www.sirius.com>.

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 also broadcasts live play-by-play games of the NFL, NHL and NBA and is the Official Satellite Radio Partner 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 is also available at heavy truck dealers, truck stops and travel centers nationwide.

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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