

## **SIRIUS Satellite Radio Names Steve Cohen Vice President Of Sports Programming**

**NEW YORK - December 21, 2004** - SIRIUS Satellite Radio (NASDAQ: SIRI) today announced that it has promoted radio industry and NFL media veteran Steve Cohen to Vice President, Sports Programming. Cohen will report to Jay Clark, SIRIUS' Executive Vice President of Programming.

While at SIRIUS, Cohen has developed and launched SIRIUS NFL Radio, the first-ever 24/7 radio channel dedicated to all things NFL, and has been instrumental in the introduction of SIRIUS College Sports Radio. In his new position, Cohen will oversee the entire sports department and be responsible for new sports programming initiatives.

"Steve has been vital to the development and creation of SIRIUS NFL Radio. His contacts, knowledge of the sports industry, and ability to think outside the box makes him the perfect choice for this position" said Jay Clark, SIRIUS' Executive Vice President of Programming. "In his new capacity Steve will make SIRIUS the sports programming authority."

Since joining SIRIUS in May 2004, Cohen has served as Director of NFL Programming, with responsibility for the platform concept and lineup of SIRIUS NFL Radio, development of SIRIUS College Sports Radio and programs that included the live broadcast of this year's Heisman Trophy Ceremony. Prior to joining SIRIUS, Cohen spent 17 years at WFAN-AM Sports Radio in New York where he was an executive producer, reporter and talk show host.

### **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, Crutchfield, 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. Beginning in February 2005, SIRIUS will also be available in Toyota, Lexus, and Scion vehicles. Hertz currently offers SIRIUS at 53 major locations around the country.

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.*