

Beach Volleyball Icon Sinjin Smith Added To SIRIUS Satellite Radio Lineup

NEW YORK – October 1, 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, has added beach volleyball ambassador Sinjin Smith to the roster of superstars who will have a presence on SIRIUS Faction, the innovative new music channel created especially for action sports enthusiasts.

Smith is regarded as the world's greatest beach volleyball player and is often referred to as the "King of the Beach." His accomplishments in the sport are unparalleled and his contributions to beach volleyball have helped put the sport on the map and at the Summer Olympics. Together with partner Randy Stoklos, Smith finished his 25-year career with a record of 147 victories. He is currently President of the FIVB Beach Volleyball World Council that oversees world and Olympic competition.

"Volleyball players and fans everywhere look up to Sinjin Smith as one of the sporting world's most inspired and durable athletes," said Scott Greenstein, SIRIUS President of Entertainment and Sports. "Sinjin is in the top-tier of the sporting world and we're proud to have him as part of the SIRIUS Faction lineup."

"SIRIUS Faction plays the kind of music that was part of my professional life on the beach volleyball circuit," said Smith. "I can't wait to join the SIRIUS staff and take part in this cutting-edge radio."

Smith joins skateboarding legend Tony Hawk, world champion surfer Kelly Slater, professional skateboarder and "Viva La Bam" host Bam Margera and fellow Olympic competitor and beach volleyball champion Kerri Walsh as a host on SIRIUS Faction. SIRIUS will announce additional star athletes who will join Faction's on-air team.

To get SIRIUS, visit sirius.com or visit Radio Shack, Best Buy, Wal-Mart, Circuit City or your favorite electronics retailer.

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, featuring multiple categories of pop, rock, country, hip-hop, R&B, dance, jazz, classical and Latin music, along with more than 50 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 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 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.