

SIRIUS Satellite Radio Recognized for Call Center Customer Satisfaction Excellence by J.D. Power and Associates

SIRIUS' Call Center Operation is First in Satellite and Broadcast Radio Industry to be Certified by J.D. Power and Associates Certified Call Center Program

NEW YORK and WESTLAKE VILLAGE, Calif., Oct 13, 2005 /PRNewswire-FirstCall via COMTEX/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) today announced that it has been recognized for call center operation customer satisfaction excellence under the J.D. Power and Associates Certified Call Center Program. This distinction acknowledges a strong commitment by SIRIUS' call center operation to provide an outstanding customer service experience.

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

SIRIUS' call centers handled more than three million telephone, e-mail and fax interactions in 2004, and expects to handle approximately six million in 2005. The call center operation successfully passed a detailed audit of its recruiting, training, employee incentives, management roles and responsibilities, and quality assurance capabilities. In addition, J.D. Power and Associates conducted a random survey of SIRIUS customers who recently contacted its call centers. For certification status, a call center must perform within the top 20 percent of customer service, based on J.D. Power and Associates' cross-industry customer satisfaction research.

According to J.D. Power and Associates, SIRIUS is always working toward understanding what service excellence means to the customer. Furthermore, SIRIUS' call centers have created strong operational practices to support an infrastructure of service excellence.

"We are extremely pleased and honored to receive this recognition from such a prestigious organization as J.D. Power and Associates," said Jim Meyer, President of Operations and Sales for SIRIUS. "Customer service is a high priority for SIRIUS, and directly impacts our growth and subscriber retention. We dedicate much of our time to proper training and motivation of our personnel in order to make the customer experience as positive as it can be, and it is most rewarding to be recognized for our success in this all- important area."

The evaluation criteria used during the survey include: courtesy of the customer service representative (CSR); knowledge of the CSR; the CSR's concern for the customer questions and/or problem; usefulness of the information provided; convenience of customer service operating hours; ease of getting through to a CSR; and timely resolution of the customer's problem, question or request. Certification is valid for one year.

The Call Center Certification Program was launched by J.D. Power and Associates in 2004 to evaluate overall customer satisfaction and to help call centers in various industries increase their efficiency and effectiveness by establishing best practices for handling service calls.

There are more than 75,000 call centers in North America and an estimated 125,000 worldwide that help customers with product and service questions across a multitude of industries, ranging from credit cards, financial services, investment services, utilities, service warranty and insurance to telecommunications, healthcare and office products.

J.D. Power and Associates is currently evaluating call centers across a variety of industries to determine if they are eligible for certification.

About J.D. Power and Associates

Headquartered in Westlake Village, CA; J.D. Power and Associates is an ISO 9001 registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction.

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No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. <http://www.jdpower.com>

About SIRIUS

SIRIUS delivers more than 120 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 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, NHL and NBA and is the Official Satellite Radio Partner of the NFL 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 and RadioShack. 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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