

## **Sirius Satellite Radio to Broadcast Exclusive Conversations With Lance Armstrong as Part of Special Reports From 2005 Tour de France**

### **'Lance in France ... Off The Bike and On The Mic' to air daily on FACTION channel**

NEW YORK, June 1, 2005 /PRNewswire-FirstCall via COMTEX/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) announced today an exclusive series that will allow subscribers to follow Lance Armstrong in a personal way during his quest for an historic seventh consecutive Tour de France victory when Lance in France ... Off The Bike and On The Mic, debuts July 2, the first day of the Tour.

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

An offshoot of Armstrong Radio, Lance's weekly radio show on SIRIUS, Lance in France ... Off The Bike and On The Mic will be a series of daily reports focusing on Lance throughout the 2005 Tour de France. Broadcast from locations along the route of the Tour and hosted by Mark Higgins, producer/co-host of Armstrong Radio, a new report is scheduled to air at 4:00 pm ET every day of the race on SIRIUS Faction, channel 28. The reports will be rebroadcast at 8:00 pm ET and the following day at 8:00 am ET and 12:00 pm ET, also on Faction.

Over the course of the competition, the series will feature several exclusive conversations with Lance, who will give his perspective in his own words as he proceeds through the final race of his legendary career.

"I'm very excited about the opportunity this show gives me to connect with the fans on such a personal level during my final Tour de France," said Armstrong. "The fans have been so supportive of me over the years and having them along for my last race will make this experience that much more special."

The series will include a day-to-day look at the atmosphere surrounding the Tour itself and a behind-the-scenes perspective on the riders' lifestyles both on and off the bike, focusing on their daily and nightly routines as they proceed through the most significant race of their careers.

Armstrong, arguably the greatest cyclist the sport has ever known and one of the most inspiring competitors in all of sport, announced in April that following this year's Tour, he will retire from competitive cycling.

"The connection that exists between Lance and his fans goes way beyond the sport of cycling," said Scott Greenstein, SIRIUS President of Entertainment and Sports. "He is truly an inspiration to millions of people. We're fortunate that he has decided to return for one last race, and SIRIUS will provide listeners with an unprecedented, privileged glimpse into his world while he attempts to make history once again."

Armstrong joined SIRIUS in January to host a weekly program on Faction, a channel created specifically to appeal to action sports enthusiasts with an innovative mix of music and talk. Armstrong Radio airs every Sunday at 9:00 p.m. ET on Faction, channel 28.

#### 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, Pioneer, 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(R), 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.

P-SIRI

SOURCE SIRIUS Satellite Radio

Andrew FitzPatrick, of SIRIUS, +1-212-901-6693, [afitzpatrick@siriusradio.com](mailto:afitzpatrick@siriusradio.com)

<http://www.prnewswire.com>

Copyright (C) 2005 PR Newswire. All rights reserved.

News Provided by COMTEX