

## 'The Who Channel' to Launch September 21 Exclusively on SIRIUS Satellite Radio

**\* New 24-hour channel dedicated to legendary band \* Pete Townshend and Roger Daltrey to produce channel \* Exclusive interviews with band members \* Broadcasts of current US tour dates and past concerts \* Backstage tour reports from musician Rachel Fuller**

NEW YORK, Sept 14, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) announced today that it will launch a commercial-free music channel dedicated to legendary rock band The Who. The company made the announcement during a press event attended by all current members of The Who at SIRIUS' New York City headquarters.

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

The Who Channel will debut on SIRIUS on Thursday, September 21. The limited-run channel will feature five decades of music by The Who, including rare tracks and live cuts, and SIRIUS-exclusive interviews with band members. Also featured will be nightly broadcasts of concerts on the band's current tour of the US and Canada, featuring commentary and backstage reports hosted by musician Rachel Fuller.

SIRIUS will also broadcast selected shows from The Who's massive archives, including some never before-heard shows and backstage conversations with the band, some with the late Keith Moon and John Entwistle.

Said The Who's Pete Townshend, "This is the most exciting thing I can imagine -- our own radio channel, straight to our fans. I'm completely revved about this. Who's serious about SIRIUS? You bet."

Scott Greenstein, SIRIUS President of Sports and Entertainment, said, "The band that revolutionized rock and roll as we know it will continue to make history by partnering with SIRIUS Satellite Radio for this groundbreaking channel. Our subscribers will be connected to all aspects of the band with an 'all access' pass granted to them by Pete Townshend and Roger Daltrey in a unique and unprecedented way, including, with the advent of technology, the return of Keith Moon and John Entwistle."

The pioneering British rock band has reached a new level in its storied career. Endless Wire, The Who's first studio album in 24 years, will be released by Universal on October 31. The 19-track album features extended versions of the various sections that formed their Wire & Glass mini-opera (released in July 2006) as well as exploring other themes from Pete Townshend's novella, The Boy Who Heard Music.

Surviving original Who band members Pete Townshend and Roger Daltrey are joined by bassist Pino Palladino, drummer Zak Starkey, guitarist Simon Townshend and keyboardist John "Rabbit" Bundrick on the new album as well as in their live performances. The Who launched their first world tour in more than 20 years on September 12 in Philadelphia, PA. More tour and ticket info is available at <http://www.thewhotour.com>.

SIRIUS, the content leader in radio, is the first to dedicate entire 24-hour, commercial-free music channels to some of the world's greatest artists. For three months in 2005, SIRIUS broadcast the E Street Radio channel, devoted to the music of Bruce Springsteen and the E Street Band, which featured exclusive interviews with Springsteen and band members, among other special programs. In September 2005, SIRIUS premiered Rolling Stones Radio (channel 98), devoted to the music of the Rolling Stones, and in March 2006, dedicated a channel for a limited time to the music of David Gilmour and Pink Floyd. SIRIUS launched Elvis Radio (channel 13), the world's only official, all-Elvis Presley radio channel broadcasting live from Graceland in Memphis, in June 2004. SIRIUS is also the exclusive satellite radio home of Shade 45 (channel 45), the uncut hip-hop channel co-created with Eminem, "Little Steven" Van Zandt's Underground Garage (channel 25) and Jimmy Buffett's Radio Margaritaville (channel 31).

For more information about SIRIUS, visit <http://www.sirius.com>.

### About SIRIUS

SIRIUS delivers more than 125 channels of the best programming in all of radio. SIRIUS is the original and only home of 100% commercial free music channels in satellite radio, offering 67 music channels available nationwide. SIRIUS also delivers 61 channels of sports, news, talk, entertainment, traffic, weather and data. SIRIUS is the Official Satellite Radio Partner of the NFL, NBA and NHL and broadcasts live play-by-play games of the NFL, NBA and NHL. All SIRIUS programming is available for a monthly subscription fee of only \$12.95.

SIRIUS products for the car, truck, home, RV and boat are available in more than 25,000 retail locations, including Best Buy, Circuit City, Crutchfield, Costco, Target, Wal-Mart, Sam's Club, RadioShack and at [shop.sirius.com](http://shop.sirius.com).

SIRIUS radios are offered in vehicles from Audi, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep(R), Land Rover, Lexus, Lincoln-Mercury, Mazda, Mercedes-Benz, MINI, Nissan, Rolls Royce, Scion, Toyota, Porsche, Volkswagen and Volvo. Hertz also offers SIRIUS in its rental cars at major locations around the country.

Click on <http://www.sirius.com> to listen to SIRIUS live, or to purchase a SIRIUS radio and subscription.

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, 2005 and Quarterly Report on Form 10-Q for the quarter ended June 30, 2006 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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PHOTOS available from WireImage

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