

SIRIUS Satellite Radio to Launch New Programming Lineup on September 29

Extends variety of SIRIUS' music, talk/entertainment, and information offerings Howard Stern and Martha Stewart channels build up to launches

NEW YORK, Sept 08, 2005 /PRNewswire-FirstCall via COMTEX/ -- SIRIUS Satellite Radio (Nasdaq: SIRI), the content leader in radio, announced today that it will launch several new channels on Thursday, September 29 that will be reflected in a new channel lineup effective on that date. These include innovative new music formats as well as talk/entertainment channels.

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

The new channel lineup will include Howard Stern's new channels 100 and 101. Stern is expected to start on SIRIUS in January 2006, and these new channels will pave the way for that arrival. Howard Stern coming to SIRIUS is groundbreaking in every way. Right now, preparations are being made and his studio is being built. A preview channel will keep fans updated on the progress.

Another major addition to the SIRIUS lineup is Martha Stewart Living Radio, which will be assigned channel 112 on Sept. 29th. The channel will add more programming throughout the fall, including advice from Martha's team of experts, simulcast of the new syndicated television show Martha, and call-ins from listeners. Ultimately, the channel will carry a full schedule of shows covering cooking, home keeping, pet keeping, gardening, collecting, crafts, weddings, and much more.

"Our new channels and personalities, added to our already compelling programming, gives our subscribers even greater depth and variety of programming to choose from," said Scott Greenstein, SIRIUS President of Entertainment and Sports. "New categories in our channel lineup, such as Especially For Women, Families & Kids, Religion, and News & Public Radio, reinforces SIRIUS' pre-eminent position of having the best programming in all of radio."

In addition to the Howard Stern and Martha Stewart Living Radio talk/entertainment channels, SIRIUS announces a number of new, compelling music channels, including BBC Radio 1, Super Shuffle and The Coffeehouse, among others. Some of the new channels have been created in response to SIRIUS subscribers' requests, and some channels have been re-named to better reflect their content.

As part of the new channel lineup, SIRIUS has enhanced its 1st Traffic & Weather service for New York and Los Angeles by devoting individual 24-hour channels to those major US metropolitan areas.

SIRIUS is providing improved programming with no increase to its \$12.95 monthly subscription fee. The new and re-named channels will be reflected in SIRIUS' new channel lineup, available at www.sirius.com, on Sept. 29.

SIRIUS' new music channels:

BBC RADIO 1, ch. 11: SIRIUS launched BBC Radio 1 in July, featuring the best new music from the U.K. direct from London.

SUPER SHUFFLE, ch. 12: A continuous mix of the most popular songs played across all of the music genres represented on SIRIUS 65 commercial-free music channels.

THE COFFEEHOUSE, ch. 30: Singer-songwriters and acoustic coffeehouse music.

REVOLUTION, ch. 67: Today's most popular, faith-based rock music with a message.

SPA 73, ch. 73: The best new age instrumental music from around the world.

SIRIUS' re-named music channels:

AREA 33, ch. 33: (formerly Area 63, channel 63) Trance and progressive house music.

SOUL TOWN, ch. 53: (formerly Soul Revue) Classic soul music.

RUMBON, ch. 92: (formerly Tropical) Reggaeton, tropical, salsa and merengue music.

THE GLOBE, ch. 98 (formerly Horizons) World music.

SIRIUS' new talk channels:

HOWARD STERN, ch. 100 and ch. 101: Keep abreast of all things Howard as the "King of All Media" approaches his debut on these channels in January 2006, exclusively on SIRIUS.

SIRIUS STARS, ch. 103: A showcase of fascinating SIRIUS personalities, from Sen. Bill Bradley to Jay Thomas, and from Judith Regan to Robert Evans, doing the radio shows they've always dreamed of, exclusively on SIRIUS (formerly found on SIRIUS Talk Central, ch. 148).

MARTHA STEWART LIVING, ch. 112: Martha Stewart's "how-to for living" channel will add programming through the fall, exclusively on SIRIUS.

LIME, ch. 113: Formerly known as WISDOM RADIO (ch. 132), Lime presents programs for women focusing on "healthy living with a twist."

SIRIUS ADVICE, ch. 117: Popular syndicated radio programs such as The Dave Ramsey Show (financial advice), ChickChat (everyday life situations) and Into Tomorrow with Dave Graveline (consumer electronics and technology), among others.

SIRIUS' new religion channels:

CHRISTIAN TALK, ch. 159: Interdenominational, faith-based Christian programming that features family-friendly talk and the most respected national ministry programs.

SIRIUS' new foreign-language channels:

RADIO KOREA, ch. 183: A variety of news, entertainment and music in Korean.

SIRIUS' news and information channels:

SIRIUS 1st TRAFFIC & WEATHER, ch. 148-158: 20 channels of up-to-the-minute traffic and weather reports for 20 top metropolitan U.S. areas.

SIRIUS WEATHER & EMERGENCY, ch. 184: Ongoing national weather updates from The Weather Channel, and vital information in case of civil or national emergencies from the SIRIUS Emergency System.

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, Costco, 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, 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 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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