

# Dallas Mavericks Owner Mark Cuban to Host Talk Show Exclusively On SIRIUS Satellite Radio

## "Mark Cuban's Radio Maverick" will debut this summer on SIRIUS Stars, ch. 102

NEW YORK, April 25, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) announced today that Mark Cuban, groundbreaking entrepreneur and outspoken owner of the NBA's Dallas Mavericks, will host a wide-ranging weekly talk show exclusively on SIRIUS.

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

Mark Cuban's Radio Maverick will debut this summer and air Sundays from 12 - 2 pm ET exclusively on SIRIUS Stars, channel 102. Cuban will take calls from listeners and talk with prominent guests as part of a weekly discussion on sports, business and everyday life.

"I'm fired up about doing the show on SIRIUS," said Cuban. "I plan on raising hell and covering any and all topics that I think are interesting and taking no prisoners along the way."

"Mark Cuban is candid, animated and incredibly accomplished, having achieved extraordinary success at a young age in the worlds of business and sports," said Scott Greenstein, SIRIUS' President, Entertainment and Sports. "Radio Maverick will be a forum without limits, where he can talk to SIRIUS listeners about everything from the NBA to an MBA."

Even before he turned a long-struggling Dallas Mavericks team into a thriving NBA franchise, Cuban enjoyed an extraordinarily successful business career, with a history of building start-up ventures into multi-million and billion dollar enterprises.

After graduating from Indiana University in 1981, Cuban moved to Dallas where he co-founded MicroSolutions, a computer consulting business that he later sold to CompuServe. In 1995, frustrated at being unable to listen to Indiana basketball games in Dallas, he co-founded a company that would allow people to listen to radio broadcasts from around the country through the Internet. Broadcast.com became a leading provider of multimedia and streaming on the Internet and when the company was sold to Yahoo! in 1999, Cuban became a billionaire.

When Cuban purchased the Dallas Mavericks in 2000, his distinctive personality immediately set him apart from other owners. He was young, brash and innovative in his efforts to revitalize a franchise that had not produced a winning record since 1990. In his first full season as owner, the Mavs compiled a 53-29 record on their way to their first playoff berth in over a decade. Under Cuban's watch, the team has been a perennial contender and today is one of the NBA's most successful franchises.

In 2001, Cuban co-founded his latest venture, HDNet, an all high- definition television network on DIRECTV showing hi-def sports, movies and entertainment. He is a sought-after speaker and continues to be an active investor in cutting-edge technologies.

On SIRIUS Stars, SIRIUS' flagship talk station, Cuban will join a diverse lineup of hosts that includes Senator Bill Bradley, publisher Judith Regan and fitness expert Richard Simmons among others.

SIRIUS is the Official Satellite Radio Partner of the NBA, and broadcasts more than 1,000 regular season NBA games, plus every game of the NBA Playoffs and The Finals. SIRIUS has the exclusive national satellite radio rights to NBA team radio broadcasts and airs regular season games from every NBA team.

### 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 <http://shop.sirius.com>.

SIRIUS radios are offered in Land(R)vehicles from Audi, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep Rover, Lexus, Lincoln-Mercury, Mazda, Mercedes-Benz, MINI, Nissan, 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 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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