

SIRIUS Satellite Radio Launches New Scandinavian Music Program

'Nordic Rox' Debuts April 30 with Best Music from Sweden and More

NEW YORK, April 27, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- A new radio program exclusive to SIRIUS Satellite Radio (Nasdaq: SIRI) will spotlight the best music from Sweden and more.

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

Nordic Rox will be produced under the creative guidance of Per Gessle, one of the world's most successful songwriters, producers and musicians. As a member of the band Roxette and other performing bands, Gessle has sold 45 million albums worldwide and written dozens of songs that have been blockbusters on European and American radio, including "It Must Have Been Love," which has been aired more than 4 million times on US radio, according to BMI, and is one of Roxette's four No. 1 US singles.

The program will be hosted and programmed by Radio Stockholm on-air personality Viktor Petrovski, a prominent figure in the Swedish music scene. Also contributing to the program will be the lead singer of The Hives, Howlin' Pelle Almqvist, and highly respected ABBA historian Carl Magnus Palm (on behalf of ABBA's Benny Andersson and Bjorn Ulvaeus).

The first episode of Nordic Rox will be broadcast on SIRIUS channel 18, The Spectrum, this Sunday, April 30 from 8 pm to 11 pm ET.

"The wave of high-quality bands coming out of Sweden today rivals anything since the big UK music movements," said Scott Greenstein, SIRIUS President of Entertainment and Sports. "The launch of Nordic Rox, together with our recent addition of BBC's Radio 1 channel, further establishes SIRIUS as the leader in discovery of new popular music around the world."

Gessle said, "I'm very honoured to be part of presenting Swedish and Scandinavian music outside our borders. The music scene in Sweden is certainly very creative and it will be a pleasure to present the best of it to the listeners of SIRIUS Satellite Radio. Pump up the volume!"

Nordic Rox will place a spotlight on the quality and depth of Scandinavian artists and music, which have never been exposed in this manner in the US. The show will also be the first place in the US to hear exciting new music emanating from Sweden and Scandinavian countries.

Historically, Sweden is the third largest exporter of music, after the US and Great Britain. It is a creative hotbed for musicians, songwriters, producers and technicians that, since the 1970s, have significantly contributed to the global pop music community. The success of the blockbuster musical Mamma Mia! has proven the enduring popularity of Swedish hitmakers ABBA's music. Scandinavian music producers Max Martin (Britney Spears, Bon Jovi, Kelly Clarkson), Anders Bagge (Madonna, Jennifer Lopez, Jessica Simpson) and Tore Johansson (The Cardigans, Franz Ferdinand), among others, are responsible for many US hits, as well as the worldwide "Crazy Frog" phenomenon.

Nordic Rox will expand upon this success by showcasing established as well as up-and-coming Swedish and Scandinavian artists, ranging from ABBA, Roxette, Ace of Base, and Cardigans to The Hives and other current artists such as The Ark, Whyte Seeds, The Soundtrack of Our Lives, The Sounds, Turbonegro, Sahara Hotnights, The Hellcopters, Madrugada, H.I.M. and many others.

For more information, visit 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.

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, Scion, Toyota, Porsche, Volkswagen and Volvo. Hertz also offers

SIRIUS in its rental cars at major locations around the country.

Click on 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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