

## Ricky Rudd to be Featured on SIRIUS Satellite Radio's 'Fan's Choice' Broadcast for Sunday's Daytona 500

### Fans vote for veteran driver's in-car audio to air on SIRIUS

NEW YORK, Feb 16, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI), the Official Satellite Radio Partner of NASCAR, announced today that the in-car audio of Ricky Rudd, driver of the No. 88 Snickers Ford, has been chosen by the fans to be featured on SIRIUS' "Fan's Choice" broadcast during the Daytona 500 this Sunday, February 18.

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

More than 10,000 fans cast their votes at <http://www.sirius.com/driver2crew> this week. As the top vote-getter, Rudd's in-car audio will be featured during Sunday's race on SIRIUS channel 140.

Prior to every NASCAR NEXTEL Cup Series race, fans will be given the chance to vote for their favorite driver at <http://www.sirius.com/driver2crew>. The driver with the most votes will have his in-car audio broadcast on the "Fan's Choice" channel, one of up to ten additional Driver2Crew Chatter(TM) channels that SIRIUS will devote to carrying the in-car audio of up to 10 different race teams for every NASCAR NEXTEL Cup Series race in 2007. The additional nine channels will carry the in-car audio of other drivers based on their place in the NASCAR NEXTEL Cup Series standings.

For this weekend's Daytona 500, SIRIUS subscribers can hear the following:

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-- Live race call provided by Motor Racing Network -- channel 128
-- 10 additional Driver2Crew Chatter(TM) channels:
-- Jimmie Johnson in-car audio -- channel 122
-- Tony Stewart in-car audio -- channel 126
-- Dale Earnhardt Jr. in-car audio -- channel 125
-- Jeff Gordon in-car audio -- channel 121
-- Kasey Kahne in-car audio -- channel 114
-- Kevin Harvick in-car audio -- channel 119
-- Matt Kenseth in-car audio -- channel 130
-- Jeff Burton in-car audio -- channel 147
-- Denny Hamlin in-car audio -- channel 144
-- Ricky Rudd in-car audio (Fan's Choice) -- channel 140
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On each channel SIRIUS will combine the race broadcast with the driver-to-crew communications, allowing fans to follow the overall race call and the in-car audio of a driver on a single channel throughout the race. Listeners will hear drivers and crew chiefs schedule pit stops and discuss strategy over audio of the overall race broadcast. When the team members are not on the radio the audio of the live race broadcast will come up allowing listeners to follow the entire race uninterrupted.

A lineup of drivers and their channel assignments will be available at <http://www.sirius.com/driver2crew> prior to each race. All NASCAR content is provided to SIRIUS customers at no additional cost over SIRIUS' monthly subscription fee.

As the Official Satellite Radio Partner of NASCAR, SIRIUS broadcasts every NASCAR NEXTEL Cup Series, NASCAR Busch Series and NASCAR Craftsman Truck Series race live, carrying the broadcasts of Motor Racing Network (MRN), Performance Racing Network (PRN) and the IMS Radio Network's broadcast from Indianapolis Motor Speedway.

#### About SIRIUS

SIRIUS, "The Best Radio on Radio," delivers more than 130 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 69 music channels. SIRIUS also delivers 65 channels of sports, news, talk, entertainment, traffic, weather and data. SIRIUS is the Official Satellite Radio Partner of the NFL, NASCAR, NBA and NHL, and broadcasts live play-by-play games of the NFL, NBA and NHL, as well as live NASCAR races. All SIRIUS programming is available for a monthly subscription fee of only \$12.95.

SIRIUS Internet Radio (SIR) is a CD-quality, Internet-only version of the SIRIUS radio service, without the use of a radio, for the monthly subscription fee of \$12.95. SIR delivers more than 75 channels of talk, entertainment, sports, and 100% commercial free music.

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, Bentley, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep(R), Land Rover, Lexus, Lincoln, Mercury, Maybach, Mazda, Mercedes-Benz, MINI, Mitsubishi, Nissan, Rolls Royce, Scion, Toyota, 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 Reports on Form 10-Q for the quarters ended June 30, 2006 and September 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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