

## SIRIUS Satellite Radio Names Martin Lee Senior Vice President Of Marketing

NEW YORK, Oct 20, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) announced today the appointment of Martin Lee as Senior Vice President of Marketing. Lee will be responsible for all aspects of SIRIUS brand marketing and will report directly to Scott Greenstein, President of Entertainment and Sports, who will continue to oversee all marketing efforts.

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

Lee, who was recently selected as 2005 Marketer of the Next Generation by Brandweek magazine, brings a wealth of national and international experience in product and brand marketing to SIRIUS, including eight years in consumer electronics. Most recently Lee was Vice President of Marketing at Olympus, where he directed product management, branding, advertising, sponsorships, interactive, trade shows and market research for the company's consumer products (including the launch of its digital music players). In this position, he successfully introduced over 100 products into the market place including the Stylus Digital camera. At Olympus, Lee pioneered brand extension with sponsorships and built cross-branded partnerships that enhanced the company's visibility.

"SIRIUS is proud to have Martin leading our branding efforts," said Greenstein. "His passion, energy and experience introducing and developing new products in the consumer marketplace makes him the perfect addition to our company, which will continue to push to be the most innovative content provider in all of radio and have a brand that conveys and reinforces that mission."

### About SIRIUS

SIRIUS delivers more than 120 channels of the best commercial-free music, compelling talk shows, news and information, and the most extensive 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, NHL and NBA and is the Official Satellite Radio Partner of the NFL and NHL.

SIRIUS products for the car, truck, home, RV and boat are distributed by Alpine, Audiovox, Brix Group, Clarion, Delphi, Directed Electronics, Eclipse, Jensen, JVC, Kenwood, Magnadyne, Monster Cable, Pioneer, Russound, Tivoli 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, Target, Wal-Mart, Sam's Club and RadioShack. SIRIUS is also available at heavy truck dealers, truck stops and travel centers 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](http://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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