

SIRIUS to Air Coverage of the 2006 California Governor and First Lady's Conference on Women

California First Lady Maria Shriver to host special coverage of conference on exclusive national radio broadcast partner SIRIUS Featured speaker Martha Stewart's speech to be broadcast live on Martha Stewart Living Radio Judith Regan on-site to tape special edition of 'The Judith Regan Show'

NEW YORK, Sept 26, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) today announced that it is the exclusive national radio partner of the 2006 California Governor and First's Lady's Conference on Women. California First Lady Maria Shriver will host special coverage of the event for SIRIUS.

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

Taking place on Tuesday, September 26, 2006 at the Convention Center in Long Beach, California, the sold-out California Governor and First Lady's Conference on Women -- the largest of its kind -- brings together over 13,000 women of all generations and backgrounds for an extraordinary and transformative daylong experience. Celebrating its 20th anniversary with the theme Connect Today, Seize Tomorrow, the 2006 Conference once again features world-renowned speakers and panelists who address the issues and topics most important to women today.

California First Lady Maria Shriver will host special coverage of the event for SIRIUS. Shriver will conduct exclusive interviews with select featured guests and speakers. In addition, SIRIUS will broadcast portions of select speeches from the main stage. The stellar lineup of over 60 esteemed speakers includes Shriver, Martha Stewart, Duchess of York Sarah Ferguson, Suze Orman, Anna Quindlen, Maureen Dowd, Tyra Banks, Tim Russert, Gov. Arnold Schwarzenegger and the first ever address to a women's conference by his Holiness the Dalai Lama.

The California Governor and First Lady's Conference on Women special will air multiple times throughout the weekend of October 13-15, 2006 on SIRIUS Stars channel 102. The exact times will be announced on www.sirius.com.

Featured speaker Martha Stewart's speech will be broadcast live on September 26 on Martha Stewart Living Radio, SIRIUS Channel 112, at 8:58 am PT.

In addition, Judith Regan will tape a special edition of her SIRIUS show, The Judith Regan Show, to be broadcast at a later date on SIRIUS Stars channel 102. Regan will interview California First Lady Maria Shriver and other featured speakers.

"It is an honor to partner with California First Lady Maria Shriver in her efforts to empower and inspire women and address the issues and topics that are most relevant to them," said Scott Greenstein, President, Entertainment and Sports, SIRIUS Satellite Radio. "SIRIUS is committed to offer meaningful and important content and programming for women."

SIRIUS offers a wide range of women's programming including Candace Bushnell's Sex, Success and Sensibility; Martha Stewart Living Radio; Cosmo Radio, Lighten Up with Richard Simmons, and two upcoming shows with Barbara Walters, Ask Barbara Anything and Barbara Walters' The Best of the Very Best.

The California Governor and First Lady's Conference on Women engages and empowers women to be architects of change. Enriched, inspired, and connected, those women touched by the Women's Conference in some way are ready to lead, to serve and to create positive change in their lives, their communities and their state.

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, 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, Rolls Royce, 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 and Quarterly Report on Form 10-Q for the quarter ended June 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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