

## **SIRIUS Satellite Radio Adds UEFA Champions League Soccer to Unequaled Sports Programming Lineup**

### **SIRIUS to air live matches featuring the world's premier club competition in IMG Media deal**

NEW YORK, Sept 27, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) announced today an agreement that will expand SIRIUS' soccer coverage to include live matches from the UEFA Champions League, featuring the best club soccer teams in the world. The agreement was concluded between SIRIUS and IMG Media, the content, production, delivery and distribution arm of sports and entertainment marketing agency IMG.

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

SIRIUS' UEFA Champions League coverage kicks off Wednesday, September 27 at 2:45 pm ET with live play-by-play of Inter Milan v. Bayern Munich on channel 125. SIRIUS will air Champions League matches Wednesdays throughout the competition on channel 125, featuring some of the world's most celebrated teams -- Arsenal, FC Barcelona, Bayern Munich, Chelsea FC, Inter Milan, Liverpool, Manchester United, Real Madrid and others -- as they compete for one of the most coveted titles in sports.

"With the addition of UEFA Champions League soccer to the SIRIUS sports lineup, listeners will have access to the matches that feature the best soccer talent in the world -- players like Ronaldinho, Thierry Henry, Ronaldo and World Cup star Fabio Cannavaro," said Scott Greenstein, SIRIUS' President, Entertainment and Sports. "With our live coverage of the Champions League and the English Premier League, plus our expert talk shows, SIRIUS provides fans with superb soccer programming every day of the week."

The Champions League is the most prestigious soccer club competition in the world, run by the UEFA -- the governing body for European soccer -- and draws the 32 most talented teams from the best leagues in Europe to compete and produce the world's finest perennial soccer contest. The Champions League season runs from July through May and is comprised of three qualifying rounds, a group stage and four knockout rounds. SIRIUS' coverage will include select Group Stage matches and all knockout phase matches, culminating in the one-match Championship final which will take place this season in Athens on May 23.

Miles Palmer, IMG Media's Head of Audio Sales and Distribution Worldwide, said: "We are pleased to continue our relationship with SIRIUS and supply these prestigious soccer games to SIRIUS for its subscribers. These games are arguably the best club competition in the world."

Every Wednesday afternoon on channel 125, SIRIUS will present The Football Show with Giorgio Chinaglia and Charlie Stillitano. On the program, which debuts September 27 (5-8pm ET), Chinaglia, the famed former New York Cosmos and Italian National team striker, and Stillitano, the former GM of the New York New Jersey Metrostars, will review the performances from the Champions League and take an overall look at teams and leagues around the world.

SIRIUS is the Official Satellite Radio Partner of Barclays English Premier League and carries multiple live Premiership soccer matches each week on channels 125 and 110. SIRIUS listeners can hear the 20 best teams in the U.K. -- including legendary rivals Manchester United, Chelsea, Liverpool and Arsenal -- compete all season long for the league title.

SIRIUS is also the Official Satellite Radio Partner of Chelsea Football Club and airs every Chelsea Premier League game live, providing listeners in the U.S. and Canada with Chelsea's official radio broadcast.

In addition to live match coverage, SIRIUS subscribers can tune in to World Soccer Daily, the popular daily talk program that provides an in-depth look at the game with news, expert analysis and interviews with the sport's most intriguing personalities. Hosted by Steven Cohen and Nick Geber, World Soccer Daily airs every weekday from 1-3pm ET exclusively on SIRIUS, channel 125.

For more information and a schedule of upcoming matches on SIRIUS, visit [www.SIRIUS.com](http://www.SIRIUS.com) .

SIRIUS is also the Official Satellite Radio Partner of the NFL, NBA, NHL and Wimbledon Championships. SIRIUS provides sports news, talk and play-by-play action for more than 150 colleges, including the entire NCAA(R) Division I Men's Basketball Championship, plus several of the year's top thoroughbred horse races. Starting in 2007, SIRIUS will be the official satellite radio home of NASCAR.

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](http://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 <http://www.sirius.com> to listen to SIRIUS live, or to purchase a SIRIUS radio and subscription.

#### About IMG

IMG is the world's premier Sports, Entertainment and Media Company. IMG is a diversified global business with two major business segments: IMG Sports & Entertainment, and IMG Media. IMG employs over 2,300 people in 30 countries. Forstmann Little & Co. purchased IMG in 2004.

IMG Sports & Entertainment includes: consulting services; event ownership and management; fashion events and models representation; licensing; golf course design; client representation in golf, tennis, broadcasting, European football, rugby, cricket, motorsports, coaching, Olympic sports and action sports. In addition, IMG Academies are the world's largest and most advanced, state-of-the-art, multi-sport training and educational facility, delivering world-class sports training experiences to over 12,000 junior, collegiate, adult and professional athletes each year.

IMG Media, which includes our content production subsidiaries TWI, Darlow Smithson Productions (DSP) and Tiger Aspect Productions (TAP), is recognized as a global leader in the delivery of traditional and new media content and services, with Internet, broadband and mobile expertise, transforming how audiences access and interact with content.

IMG Media produces and distributes over 10,000 hours of sports, documentary, drama, comedy, entertainment, popular factual and children's content annually, over multiple platforms across 200 countries, including award-winning television and radio programming. It also represents the broadcast rights to many of the world's premier sporting events and has the world's biggest sports archive with more than 200,000 hours of footage.

More information about IMG is available at [www.imgworld.com](http://www.imgworld.com) , [www.darlowsmithson.com](http://www.darlowsmithson.com) and [www.tigeraspect.co.uk](http://www.tigeraspect.co.uk) .

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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