SIRIUS and Variety Will Launch Radio News Bureau

Up-to-the-minute box office reports and breaking news and views on movies, TV, and entertainment SIRIUS to air Variety Radio News multiple times each hour every day

NEW YORK, June 29, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) and Variety, the "show business bible," today announced the launch of a radio news bureau, based in Variety's Los Angeles offices, that will provide the latest in entertainment news to SIRIUS' national radio audience multiple times each hour of every day.

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

Launching this fall, Variety Radio News will broadcast regular reports on SIRIUS' Los Angeles channel 150. With contributions from veteran Variety reporters and editors and SIRIUS' national reach, listeners will now be able to hear the latest from the worlds of film, TV, publishing and online media, as well as industry gossip, anywhere they are, including as they drive to and from work and industry functions.

Variety is recognized throughout the world as the entertainment industry's newspaper of record, covering the global media and entertainment marketplace in 84 countries. With its seasoned editorial team and the largest newsgathering staff in the industry, Variety delivers breaking news, exclusive "scoops," box office reports, plus film and TV production charts.

"Variety delivers an insider's view on film, TV, music, the internet, and publishing with concise and provocative insight," said Scott Greenstein, SIRIUS President, Entertainment and Sports. "Variety Radio News will become as indispensable to the industry as the magazine itself, and also make it possible for anyone in the country to be as up-to-date as any movie insider. Whether it's on the way to work, a screening, or anywhere life takes them, SIRIUS will put Variety right there with them."

Peter Bart, Variety Editor-in-Chief, said: "Variety chose SIRIUS as our partner because of its already strong credibility in the entertainment world and SIRIUS' unrivaled ability to reach a national audience. There is clearly an appetite for news from the world of media and entertainment that is both timely and credible. It is our intention to get it first and also get it right."

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, 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.

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.

About The Variety Group/Reed Business Information (RBI)

The Variety Group, Daily Variety, Daily Variety Gotham, Weekly Variety, Variety China, and Variety.com, are all owned by Reed Business Information (RBI), the largest business publisher in the U.S. RBI and is a member of the Reed Elsevier Group plc

(NYSE: RUK and ENL) -- a leading publisher and information provider operating in the science and medical, legal, education and business-to-business industry sectors.

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