

Howard Stern Two-Day, Free Worldwide Event to Launch SIRIUS Internet Radio

* The Best Radio on Radio(TM) is now The Best Radio on the Internet

NEW YORK, Oct 16, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) today announced the launch of SIRIUS Internet Radio (SIR), a CD-quality, Internet-only version of its rapidly growing satellite radio service. SIR delivers more than 75 channels of SIRIUS programming, without the use of a radio, for the monthly subscription fee of \$12.95. To mark the availability of SIR, listeners on SIRIUS.com will be able to hear The Howard Stern Show and Stern's two 24/7 channels for free on Oct. 25 and 26th, as well as enjoy SIRIUS' channels of 100% commercial-free music, talk, entertainment, and sports.

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

For those two days, Stern will deliver his daily uncensored four hour-plus show, the show he was meant to do after 20 years on terrestrial radio. Listeners can go to <http://www.sirius.com/howard> now to register for a free trial of SIRIUS, then tune in beginning October 25 to listen to Stern. Information about the free trial is also available at <http://www.howardstern.com>.

Scott Greenstein, SIRIUS President, Entertainment and Sports, said, "Howard being available live for the first time ever to a worldwide audience is an unprecedented event in the history of radio. Listeners can now get what they have been missing: Howard at the top of his game and more than 75 channels of The Best Radio on Radio. It's now The Best Radio on the Internet."

SIR is perfect for those who want the variety of programming SIRIUS is known for but without the radio. Whether at home or the office, SIR is accessible anywhere you have an Internet connection. Subscribers to the Internet-only service will be able to hear all of SIRIUS' 100% commercial-free music channels in CD-quality audio and select sports, entertainment, and talk channels, including The Howard Stern Show, Howard 100 and Howard 101.

"Listening to SIRIUS is now more convenient than ever, and there is no other Internet radio service that provides its listeners with our exclusive mix of commercial-free music and dynamic talk, entertainment, and sports programming," said SIRIUS' Greenstein.

SIRIUS Internet Radio consists of over 75 channels, including 64 100% commercial free music channels. SIRIUS is the exclusive home of Elvis Radio, Jimmy Buffett's Radio Margaritaville, Little Steven's Underground Garage channel, Eminem's Shade 45, BBC Radio 1, and the Metropolitan Opera Radio channel, as well as Rolling Stones Radio and The Who channel, and unique shows such as Nordic Rox, spotlighting Scandinavian music, and David Johansen's Mansion of Fun, playing eclectic free-form music.

SIRIUS' online offerings include SIRIUS Football Radio, channel 124, the only 24/7 year-round radio channel devoted to pro football, providing the most comprehensive, in-depth radio coverage with daily live shows hosted by an exceptional lineup that includes Jerry Rice, Cris Carter, Randy Cross, Daryl Johnston, Tiki and Ronde Barber, Keyshawn Johnson and others.

In talk programming, SIR features, besides The Howard Stern Show and Howard 100 and Howard 101, Martha Stewart Living Radio, Maxim Radio, COSMO Radio, Playboy Radio and the nation's first and only gay and lesbian radio channel, SIRIUS OutQ. Political talk radio enthusiasts can choose from SIRIUS Left and SIRIUS Patriot. Listeners can call in to speak with exclusive SIRIUS talk hosts such as Deepak Chopra, Judith Regan, Candace Bushnell, Richard Simmons and Sen. Bill Bradley on SIRIUS Stars, along with upcoming shows from Barbara Walters and Jane Pratt.

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 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 100% commercial free music, talk, entertainment, and sports.

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 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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