

SIRIUS Satellite Radio Will Devote an Entire Channel to Country Star George Strait

Strait's entire catalog, including his forthcoming new album, will be featured

NEW YORK, Sept 27, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio will devote an entire commercial-free channel to the music of George Strait, starting this Friday, September 29 at 6 am ET. The special broadcast will air through October 3 as channel 61, Prime Country, goes "Strait Up."

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

The channel will feature all George Strait music, including his upcoming new album, It Just Comes Natural, being released this Tuesday, October 3 by MCA Nashville. Music from his entire career, including live cuts and album tracks, along with excerpts from a recent interview with Strait, will be part of the exclusive channel.

Strait said, "It's an honor to have a SIRIUS channel dedicated to play my music for five days straight! Thanks to everyone at SIRIUS for sharing my music with your listeners!"

Strait will be inducted into the Country Music Hall of Fame on November 6th during the 40th annual Country Music Awards. He recently surpassed Conway Twitty's record for the most No. 1 country hit singles with his latest hit song, "Give It Away." Since his 1981 debut, his albums have sold more than 60 million copies.

SIRIUS, the content leader in radio, is the first to dedicate entire 24- hour, commercial-free music channels to some of the world's greatest artists. SIRIUS currently dedicates music channels to The Who (channel 10), the Rolling Stones (channel 98) and Elvis Presley (channel 13). SIRIUS has previously dedicated channels to the music of Bruce Springsteen and the E Street Band, and David Gilmour / Pink Floyd.

For more information, visit www.sirius.com.

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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