

RESPECTED PERSONAL FINANCIAL STRATEGIST DAVID BACH TO JOIN SIRIUS SATELLITE RADIO FOR CALL-IN TALK SHOW

Live Rich With David Bach to Debut October 25, 2003

NEW YORK - September 29, 2003 - SIRIUS (NASDAQ: SIRI), known for delivering the very best in commercial-free music and premium broadcast entertainment to cars and homes across the country, today announced that internationally recognized financial advisor David Bach -- the author of *Smart Women Finish Rich* and other best sellers -- will host a call-in talk show on SIRIUS Satellite Radio. His show will air weekly on SIRIUS Talk, stream 146, beginning Saturday, October 25 between 1 p.m. and 4 p.m. ET.

David Bach is the host of the PBS special, "Smart Women Finish Rich. He is also the creator of the *FinishRich* book and seminar series from which millions of people have benefited from his quick and easy-to-use financial strategies. In just the last few years, more than 500,000 people have attended his seminars which are held across North America.

Bach is regularly featured in the print and electronic media, including ABC's "The View," NBC's "Weekend Today Show," CBS's "The Early Show," and Fox News Channel's "The O'Reilly Factor." He has been profiled in *Business Week*, *USA Today*, *People*, the *Financial Times* and the *Washington Post*, among other respected publications.

Bach is distinctive among financial planning experts in that he has found the way to take a mundane and often-intimidating topic and made it simple, fun and empowering. His website is www.finishrich.com.

"Personal finance planning is a critical issue for all families, yet it's such a daunting task, remarked SIRIUS VP/Talk Programming Jeremy Coleman. "David Bach has turned what was used to be a stressful experience into an exercise that everyone, be they men or women, seniors or teenagers and singles or couples can actually look forward to. I'm honored that David has agreed to share his wisdom with SIRIUS' subscribers."

Bach noted, "Millions of people nationwide have enjoyed great success with my financial planning strategies. I now look forward to sharing the very same strategies that I write about in my books and teach at my seminars during my show on SIRIUS Satellite Radio."

About SIRIUS

SIRIUS is the only satellite radio service bringing listeners more than 100 streams of the best music and entertainment coast-to-coast. SIRIUS offers 60 music streams with no

commercials, along with over 40 world-class sports, news and entertainment streams for a monthly subscription fee of only \$12.95, with greater savings for upfront payments of multiple months or a year or more. Stream Jockeys create and deliver uncompromised music in virtually every genre to our listeners 24 hours a day. Satellite radio products bringing SIRIUS to listeners in the car, truck, home, RV and boat are manufactured by Kenwood, Panasonic, Clarion and Audiovox, and are available at major retailers including Circuit City, Best Buy, Car Toys, Good Guys, Tweeter, Ultimate Electronics, Sears and Crutchfield. SIRIUS is the leading OEM satellite radio provider, with exclusive partnerships with DaimlerChrysler, Ford and BMW. Automotive brands currently offering SIRIUS radios in select new car models include BMW, MINI, Chrysler, Dodge, Jeep®, Nissan, Infiniti, Mazda, Audi, Ford and Lincoln-Mercury. Automotive brands that have announced plans to offer SIRIUS in select models include Mercedes-Benz, Jaguar, Volvo, Volkswagen, Land Rover and Aston Martin. Genmar Holdings, the world's largest manufacturer of recreational boats, Formula Boats and Winnebago, the leading supplier of recreational vehicles and motor homes, have also announced plans to offer SIRIUS.

Click on SIRIUS.com to listen to SIRIUS live, or to find a SIRIUS retailer or car dealer in your area.

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, 2002 filed with the Securities and Exchange Commission. Among the key factors that have a direct bearing on our results of operations are: our dependence upon third parties to manufacture, distribute, market and sell SIRIUS radios and components for those radios; the unproven market for our service; our competitive position and any events which affect the useful life of our satellites.