E! Entertainment Television and SIRIUS Satellite Radio Launch New Entertainment Call-In Show: 'YO On E!' 

Live daily show focused on celebrities, pop culture and gossip on E! Entertainment Radio launches only on SIRIUS

NEW YORK, April 10, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) and E! Entertainment Television today announced that YO on E!, a new live entertainment radio call-in show hosted by star Miami DJ Michael Yo, launched Monday, April 9th on SIRIUS' E! Entertainment Radio. Fast-paced, interactive and slightly irreverent, YO on E! broadcasts live from E!’s Los Angeles studios Monday - Friday from 4:00 - 7:00 pm ET on E! Entertainment Radio, SIRIUS channel 107, and rebroadcasts Saturday and Sunday at 11:00 am ET.

Host Michael Yo, formerly of Y100 in Miami, is a compelling, informed, entertainment junkie. Each three-hour live show features a designated topic and Yo will interact heavily with listeners through calls, e-mails and text messages to further explore the day's entertainment news. Celebrity guests will also join in the festivities, both in-studio and on the phone, while E! and E! Online personalities will be special guests throughout the week to add their signature "E! take" to the mix.

"We've been looking for new and innovative ways to bring the E! experience to life on SIRIUS Satellite Radio, and YO on E! is the perfect solution," said Brent Zacky, Vice President, Development, E! Networks. "Chock full of information and attitude, the show will be a great way for listeners to stay up-to-date on the latest news from Hollywood, and with SIRIUS' national interactive listener audience, it's a great way for our fans to join in on all the debates over the latest water cooler stories of the day."

"This is groundbreaking in radio -- a live, daily, call-in talk show hosted by E!, powered by their strength in entertainment news and views, connecting listeners throughout America directly to the entertainment industry," said Jeremy Coleman, Vice President, Talk and Entertainment Programming, SIRIUS Satellite Radio. "SIRIUS is very pleased to be expanding its partnership with E! in this way, furthering SIRIUS' commitment to presenting innovative, original radio."

Edward Zarcoff, Vice President, Programming, E! Networks, will supervise the series for E! Networks.

E! Entertainment Radio delivers the latest entertainment news, information, gossip, reviews, celebrity profiles and more. Other programming on E! Entertainment Radio on SIRIUS includes E! shows such as True Hollywood Story, Child Star Confidential, The Daily 10, and E! News.

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, NASCAR, NBA and NHL, and broadcasts live play-by-play games of the NFL, NBA and NHL, as well as live NASCAR races. 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 talk, entertainment, sports, and 100% commercial free music.

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, Bentley, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep(R), Land Rover, Lexus, Lincoln, Mercury, Maybach, Mazda, Mercedes-Benz, MINI, Mitsubishi, Nissan, Rolls Royce, Scion, Toyota, 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, 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 providers, our competitive position and any events which affect the useful life of our satellites.

Based in Los Angeles, recently formed Comcast Entertainment Group operates E! Entertainment Television, the 24-hour network with programming dedicated to the world of entertainment, and E! Online; Style Network, the destination for women 18-49 with a passion for the best in relatable and inspiring lifestyle programming; and G4 offering the last word on gaming, technology, animation, interactivity, and "Internet culture" for the male 18-34 demo. E! is currently available to 89 million cable and direct broadcast satellite subscribers in the United States. In 2006, E! launched the E! Everywhere initiative underscoring the company's dedication to making E! content available on all new media platforms any time and anywhere -- from online to broadband at The Vine @E!Online to wireless to satellite radio to VOD. Style Network currently counts 58 million cable and satellite subscribers and G4, the #1 podcasted cable network in America, is available in 61 million cable and satellite homes nationwide.

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Media Contact:
Hillary Schupf
SIRIUS
212-901-6739
hschupf@siriusradio.com

Kira Wagner
E! Networks
323-954-2516
KWagner@eentertainment.com

SOURCE SIRIUS Satellite Radio; E! Entertainment Television

Hillary Schupf of SIRIUS, +1-212-901-6739, hschupf@siriusradio.com; or Kira Wagner of E! Networks, +1-323-954-2516, KWagner@eentertainment.com

http://www.sirius.com

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