WASHINGTON D.C., May 11, 2004 -- XM Satellite Radio (Nasdaq: XMSR), the pioneer and leader in satellite radio, today announced a new partnership with Cambridge SoundWorks®, a leading audio manufacturer and retailer, to produce the PlayDock™XM, the first-ever portable audio system for the Delphi XM Roady radio. The PlayDockXM Audio System will be available at retail stores this summer and will have a suggested retail price of $199.99. Cambridge SoundWorks is a wholly owned subsidiary of Creative Technology Ltd (Nasdaq: CREAF).

The PlayDockXM is a portable, high-performance audio system specifically designed for use with the award-winning Delphi XM Roady radio. The PlayDockXM is outfitted with a flexible docking station that allows rapid connection or removal of the Delphi XM Roady radio. The PlayDockXM has a built-in handle so that it can easily be carried from location to location. It also comes with a built-in XM Antenna and AC adapter.

The PlayDockXM is the first satellite radio product with a built-in rechargeable battery. The rechargeable power source provides over ten hours of playtime, allowing cord-free use in a variety of locations throughout the day. In addition to its two main stereo speakers, the PlayDockXM has an extra bass speaker for outstanding bass response.

The Delphi XM Roady was first introduced in the fall of 2003 as a portable automotive unit that plugs into the vehicle’s cigarette lighter and cassette deck. BusinessWeek magazine declared the Roady to be one of the best products of 2003. With the PlayDockXM, the Roady moves out of the car and anywhere in your home and backyard.
“The Roady has been a huge hit inside the automobile,” said Brian Shea, Vice President, Product Marketing and Distribution, XM Satellite Radio. "Now, for the first time, the PlayDockXM will let you take your Roady from the car to your den, the backyard - virtually any place. Just plug the Roady into the PlayDockXM, and you're ready to go. Cambridge SoundWorks has done a terrific job in creating PlayDockXM, which really showcases the incredible sound quality offered by XM Satellite Radio."

"Cambridge SoundWorks is committed to providing consumers with the best sound experience in music and movie entertainment, no matter how or where they listen to music or watch movies," said Rob Mainiero, Vice President, Business Development of Cambridge SoundWorks. "The PlayDockXM, combined with the Delphi XM Roady, creates a music experience for consumers looking for both flexibility and portability. We're pleased to be working with the category leader to further expand its offering and enable consumers to experience satellite radio at its best."

The PlayDockXM Audio System comes packaged with a hi-gain antenna that has its own carrying pouch. The Roady comes packaged as a complete system for the automobile for $119.99 (MSRP). The Roady package includes a micro antenna, car stereo adapters, mounting accessories, and faceplates.

The PlayDockXM Audio System is the latest in a line of PlayDock systems designed by Cambridge SoundWorks for different portable audio products, such as Creative's award-winning line of NOMAD® Jukebox and Jukebox Zen™ MP3 players.

For retailers interested in carrying the PlayDockXM, contact Jeff Meyers, at 1-800-367-4434 or jmeyers@cambridgesoundworks.com.

About XM Satellite Radio

In the fall of 2001, XM Satellite Radio pioneered the introduction of satellite radio in the U.S. Today, XM is America's #1 satellite radio service with more than 1.68 million subscribers. Broadcasting live daily from studios in Washington, DC, New York City and Nashville, Tennessee at the Country Music Hall of Fame, XM's 2004 lineup includes more than 120 digital channels of choice from coast to coast: 68 one-hundred-percent commercial-free music channels, featuring hip hop to opera, classical to country, bluegrass to blues; 34 channels of premier sports, talk, comedy, children's and entertainment programming; and 21 channels of the most advanced traffic and weather information for major metropolitan areas nationwide. Affordable, compact and stylish XM satellite radio receivers for the home, the car, the computer and boom boxes for "on the go" are available from retailers nationwide. In addition, XM is available in more than 80 different 2004 car models. XM is a popular factory-installed option on more than 40 new General Motors models, as well as a standard feature on several top-selling Honda and Acura models. JetBlue Airways and AirTran Airways passengers will be able to listen to XM's programming in-

About Cambridge SoundWorks

Cambridge SoundWorks, Inc. manufactures over 70 different models of home-stereo, home-theater, multimedia speakers and assorted electronics products. It sells its award-winning stereo speaker products and sound systems, as well as other brands of high-performance audio and video products direct to the consumer through its retail stores, online at www.cambridgesoundworks.com, and through its catalog and Call Center operation at 1-800-FOR-HIFI. Cambridge SoundWorks has partnerships with some of the country’s leading consumer electronics retailers where its products are also sold, including Fry's Electronics, J&R Music and Computer World and Amazon.com. Cambridge SoundWorks products are also sold globally via parent company, Creative Technology Ltd. - the worldwide leader in digital entertainment products for PC users.

About Creative

Creative (Nasdaq: CREAF) is the worldwide leader in digital entertainment products for users of the personal computer and the Internet. Famous for its Sound Blaster® sound cards and for launching the multimedia revolution, Creative is now driving digital entertainment on the PC platform with products like its highly acclaimed NOMAD Jukebox. Creative’s innovative hardware, proprietary technology, applications and services leverage the Internet, enabling consumers to experience high-quality digital entertainment -- anytime, anywhere.

Factors that could cause actual results to differ materially from those in the forward-looking statements in this press release include demand for XM Satellite Radio’s service, the Company’s dependence on technology and third party vendors, its potential need for additional financing, as well as other risks described in XM Satellite Radio Holdings Inc.’s Form 10-K filed with the Securities and Exchange Commission on 3-15-04. Copies of the filing are available upon request from XM Radio’s Investor Relations Department.

Cambridge SoundWorks is a registered trademark of Cambridge SoundWorks, Inc.and/ or Creative Technology Ltd in the United States and/or other countries. All other brand names and products mentioned herein are either registered trademarks or trademarks of their respective owners and are hereby recognized as such.

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