

YOU COULD WIN A MILLION DOLLARS*, AND HELP A FRIEND TO WIN A MILLION TOO! SIRIUS OFFERS THE CHOICE OF A LIFETIME!

The Best Choice for Satellite Radio Launches the SIRIUS Big Choice Sweepstakes Sweepstakes Begins Today and Runs Through Year's End

NEW YORK – September 22, 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, is launching a unique promotion that will give one lucky entrant and a friend the chance to win a million dollars each. The promotion begins today and offers not only the opportunity to win a million dollars, but also the chance to help a friend or relative win a million too.

What choice would you make? That's what SIRIUS is asking.

Participants can enter the Big Choice Sweepstakes by visiting the SIRIUS website (www.sirius.com/bigchoice) anytime between noon (ET) today and noon (ET) on December 31, 2003. While there, entrants will also identify the other person they want to make a millionaire. It's a moment of truth and up to the entrants to make sure they pick someone they really like, because if one of them wins the prize of a million dollars, SIRIUS will give that person's "associate" a million dollars too! The winners will be selected on or about January 19, 2004. An alternate, mail-in, form of entry is also available.

Mary Pat Ryan, Executive Vice President, Marketing, SIRIUS said, "We're thrilled to be able to sponsor this sweepstakes that really tests the boundaries of friendship- who would you choose to share in your good luck? We at SIRIUS believe we're the best choice for satellite radio subscribers. We're the best choice because we uniquely offer all of our 60 music streams completely commercial free, and now we're the best choice because we're offering another unique opportunity- get rich and popular- all at the same time. But you have to make a choice- who do you want to help win a million dollars?"

The SIRIUS Big Choice Sweepstakes is offered in the United States only and is not valid in Florida, Hawaii and Alaska. SIRIUS is the sponsor of the sweepstakes, which is being administered by Project Support Team, Inc. Further details are available at www.sirius.com/bigchoice.

(*) Each winner will receive an annuity of \$1 million to be paid as \$50,000 a year for 20 years.

SIRIUS "Big Choice" Sweepstakes

NO PURCHASE NECESSARY TO ENTER OR WIN & MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

Sweepstakes begins at 12:00 Noon Eastern Time ("ET") on 9/22/03 and ends at 12:00 Noon ET, on 12/31/03 and is open only to legal residents of the contiguous United States and the District of Columbia with the exception of Florida. Entrants must be 18 or older as of 9/22/03. Employees of Sirius Satellite Radio Inc. ("SIRIUS"), its affiliates, subsidiaries, retailers, distributors, advertising, public relations and promotion agencies, their immediate families and members of the same household of such employees, may not enter or win. In addition, employees of satellite radio service providers (other than SIRIUS), its affiliates, subsidiaries, advertising, public relations and promotion agencies, their immediate families and members of the same household of such employees may not enter or win. Void in Florida & where prohibited. To enter go to www.sirius.com/bigchoice (the "web site") and complete and submit the online entry form. Online entries must be received by 12:00 Noon ET on 12/31/03. Or, you may enter by hand printing your name, address, daytime phone number and date of birth under the heading "Primary Entrant" and the name, address, daytime phone number and date of birth of the person who is entering with you under the heading "Associate Entrant" and mailing your completed entry form in a 1st Class stamped envelope to: Sirius Big Choice Sweepstakes, P.O. Box 14061, Bridgeport, CT 06673-4061 so that it is received by 1/6/04. Limit one online entry per person, household or e-mail address. The use of automated entry devices of any kind is prohibited. Winning entry will be selected in a random drawing conducted by an independent judging organization, on or about 1/19/04 from among all eligible entries received. The odds of winning depend on the number of eligible entries received. Subject to complete official rules available on the web site. There are two Grand Prizes, one for the Primary Entrant and one for the Associate Entrant named on a single entry. Each winner will receive an annuity of \$1,000,000, payable as \$50,000 a year for 20 years. Approximate retail value of each annuity as of 9/9/03 was \$641,000. Approximate total current value of all prizes as of 9/9/03 was \$1,282,000. Taxes on prizes are the sole responsibility of the individual winners. The names of the winners will be available after 2/16/04. For the winners' names send a self-addressed, stamped envelope by 2/27/04 to: Sirius Big Choice Sweepstakes Winners, P.O. Box 13199 Bridgeport, CT 06673-3199. Sweepstakes subject to full official rules available at www.sirius.com/bigchoice. Sweepstakes Sponsor: Sirius Satellite Radio Inc., 1221 Avenue of the Americas, 36th Floor, New York, New York 10020. Sweepstakes Administrator: Project Support Team, Inc., 100 Mill Plain Road, Danbury, Connecticut 06811.

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 www.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.