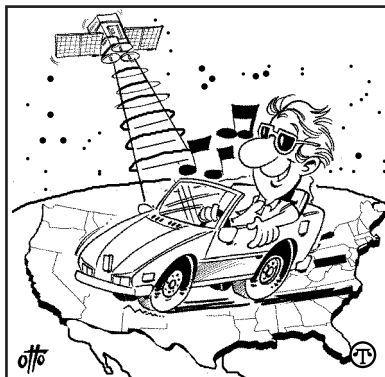


The Gift Of Choice For Drivers

(NASPA)—While we've become accustomed to a wealth of choices in our homes though cable, the Internet and satellite TV, not since the advent of the FM band have today's drivers been offered new choices to be entertained in our cars. One of the hottest products this holiday season promises to let the music lovers across the country listen to virtually any genre of music with no commercial interruptions.

Satellite radio has been called a whole new form of digital entertainment. It broadcasts 60 channels of completely commercial-free music plus 40 channels of sports, news and entertainment directly to your car or truck with crystal clear digital sound. Also, the signal covers the entire United States, so no matter where you drive, you'll never lose the channel. If you have a commuter or long-haul truck driver in your family, consider a satellite radio system as a terrific gift that will be enjoyed all year long.

Beaming its signal to your car from three satellites orbiting high above the United States, Sirius Satellite Radio offers music for nearly every taste. Imagine being able to tune into one of 11 unique rock channels, three classical channels, six country channels, eight R&B/urban channels, seven



Beaming a signal to drivers across the country, satellite radio gives the commuter on your holiday list 100 ways to escape from the daily grind.

jazz & standards channels, or even 24-hour channels dedicated to blues or reggae.

Other channels on satellite radio provide a wealth of news, sports and entertainment options with radio from many cable television favorites like CNN, CNBC, Fox News, ESPN, A&E, Discovery Channel and E! Entertainment. Add in world news from BBC and World Radio Network, five channels of Hispanic talk, a scandal channel, a trucker channel, and classic radio dramas, among other choices, and you've got enough new programming to get you through the worst traffic jams.

To tune in you need to decide whether you want to adapt your existing car radio or replace your current radio with a Sirius Satellite Radio system. Sirius-ready radios come at many different price points, and offer a wide variety of other features. Pair a radio with a Sirius receiver and antenna and you're ready to hit the road. With an FM modulator and receiver you can adapt your existing car stereo to listen to Sirius. The hardware is available at major electronics retailers like Best Buy and Circuit City and through local car audio audio across the country. Authorized retailers can help determine which satellite radio solution is right for you.

Car makers are also signing up to put satellite radio in their new cars. DaimlerChrysler has announced plans to offer Sirius radios in 16 models of Chrysler, Dodge and Jeep® vehicles beginning this fall and BMW has announced plans to offer Sirius radios as an accessory in its most popular models, including select BMW 3 Series, 5 Series X5 and Mini vehicles. Sirius also has agreements to install radios in Nissan, Infiniti, Mercedes, Ford, Jaguar and Mazda vehicles.

You can learn more online and get a preview of what satellite radio has to offer at www.sirius.com or by calling 1-888-539-7474.