



SIRIUS Satellite Radio Automates Audio File Retrieval and Scheduling with WebDrive

SIRIUS Satellite Radio (NASDAQ:SIRI) nationally broadcasts over 110 channels of music, sports, information and entertainment worldwide, via satellite to cars, homes, trucks, RV's and boats. SIRIUS operates one of the largest broadcast automation systems, which stores and plays thousands of digital audio files. In addition, SIRIUS uses a scheduling system to schedule outputs of audio on each channel that SIRIUS broadcasts. Output from the scheduling system is imported into the broadcast automation system to create automated play lists.

Initially, the scheduling system output files were copied onto diskettes, which were manually uploaded into the broadcast automation system for on-air play. The process was slow, cumbersome and labor-intensive. SIRIUS looked for a solution to automate the connection between the two systems. Because both systems can only read or write to a complete file path, including a drive letter, traditional FTP client applications could not solve the problem. SIRIUS began researching an automated FTP transfer that could create a drive letter and path. The solution: WebDrive by South River Technologies.

WebDrive works with multiple programs and networks, increasing efficiency by reducing steps and eliminating manual uploads and file retrieval processes using a floppy diskette. WebDrive is the primary means for music schedule transfer at SIRIUS. The automated connection between the systems provides the added benefit of now sending a file back to the scheduling system to reconcile airplay from the automation system to the scheduling system.

Another problem facing SIRIUS was the need to retrieve new audio material for insertion into the broadcast system. "Once again WebDrive proved to be a great solution," claims Jeremy Savage, Director of Broadcast Operations. "Today, WebDrive is at the heart of the SIRIUS automated FTP retrieval system." WebDrive simplifies the process of hourly retrievals of content such as weather for the four weather channels that SIRIUS broadcasts.

Custom applications developed by SIRIUS are used for the purpose of automating retrieval requests by broadcast personnel. A user submits a request for a specific file through a custom application. The request is sent to a server that runs an automated download using a drive that has been mapped through WebDrive. This eliminates having individual workstations tied up while downloading files that may exceed 350Mb.

SIRIUS continued to find new applications of the WebDrive technology to increase efficiency in their operations. Voice talent recordings also need to be transferred into the scheduling system. The voice track recordings are uploaded to the SIRIUS FTP server by remote voice talent, and WebDrive facilitates the process of importing them into the broadcast automation system. Says Savage, "This saved a great deal of time and made the voice track process easier for our personnel."



About SIRIUS Satellite Radio

SIRIUS provides listeners with over 110 channels of the best commercial-free music, sports, information and entertainment, with digital quality sound coast-to-coast, broadcast daily from New York City, Los Angeles, Nashville, New Orleans, Houston and Daytona. SIRIUS offers over 60, 100% commercial-free, music channels featuring multiple categories of Pop, Rock, Country, Hip-Hop, R&B, Dance, Jazz, Classical and Latin music, along with more than 50 channels of world-class sports, news, talk entertainment, traffic and weather for a monthly subscription fee of only \$12.95, with greater savings for upfront payments of multiple months or a year or more. SIRIUS also broadcasts live play-by-play games of the NHL, NBA and NFL, and is the official satellite radio partner of the NFL.

SIRIUS Satellite Radio products for the car, truck, home, RV and boat are manufactured by Alpine, Audiovox, Blaupunkt, Clarion, Eclipse, Jensen, JVC, Kenwood and U.S. Electronics, and can be purchased at major retailers including Best Buy, Car Toys, Circuit City, Good Guys, Sears, Tweeter and Ultimate Electronics, along with Wal-Mart, RadioShack and DISH Network outlets in mid-2004.

SIRIUS' exclusive automotive partners DaimlerChrysler, Ford and BMW represent over 40% of new cars and light trucks sold annually in the United States. Automotive brands currently offering SIRIUS radios in select new car models include BMW, MINI, Chrysler, Dodge, Jeep®, Nissan, Infiniti, Mazda, Audi, Ford, Lincoln-Mercury, Mercedes-Benz and Volkswagen. Automotive brands that have announced plans to offer SIRIUS radios in select models include Jaguar, Volvo, Land Rover and Aston Martin. In 2004, SIRIUS radios are expected to be available in over 80 different car models, with more than 50 of them factory programs. Also, Hertz currently offers SIRIUS in 29 vehicle models at 53 major locations around the country. In addition, the Penske companies – Penske Auto Group, United Auto Group and Penske Trucking – are offering SIRIUS radios as a factory installed option, where available, in their cars and trucks through their dealerships.

Genmar Holdings, the world's largest manufacturer of recreational boats, Formula Boats and Winnebago, the leading supplier of recreational vehicles and motor homes, also 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, 2003 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.

About South River Technologies

South River Technologies, headquartered in Annapolis, Maryland, develops internet file management software that is used for file collaboration, website management and shared access. SRT's unique client technology creates an instantly familiar



interface by integrating seamlessly into the Windows Operating System. Founded in 1996, South River Technologies directly sells and markets Windows based utilities, and licenses its technologies to Software Publishers and Independent Software Vendors.