Before the
COPYRIGHT ROYALTY JUDGES
LIBRARY OF CONGRESS
Washington, D.C.

In the Matter of Adjustment of Rates and Terms for Preexisting Subscription and Satellite Digital Audio Radio Services	)	Docket No. 2006-1 CRB DSTRA

WRITTEN DIRECT TESTIMONY FOR

Michael J. Moore

Vice President, Customer Care,
SIRIUS SATELLITE RADIO INC.

Witness for Sirius Satellite Radio Inc.

SIR Ex. 38

FINAL

Before the
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LIBRARY OF CONGRESS
Washington, D.C.

In the Matter of	)	
	)	Docket No. 2006-1 CRB DSTRA
Adjustment of Rates and Terms for Preexisting Subscription and Satellite Digital Audio Radio Services	)	

WRITTEN DIRECT TESTIMONY OF MICHAEL J. MOORE

(On behalf of Sirius)

Background and Experience

1. My name is Michael J. Moore. I am the Vice President, Customer Care at Sirius Satellite Radio Inc. ("Sirius"). I offer this testimony to discuss Sirius' extensive efforts to establish and maintain positive, long-term relationships with its subscribers.

2. I have been with Sirius since October 1999. In my present capacity as Vice President, Customer Care, I am responsible for overseeing operations in which Sirius interacts with its subscribers. These operations include Sirius' customer call centers, which are responsible for system activation, responding to customer inquiries, account management, billing, and renewal. I select service providers, develop training for our customer call centers, monitor the quality of service provided on customer service calls, and am responsible for forecasting future customer call center volumes. I have also been significantly involved in design, development, and maintenance of our subscriber management system (SMS), which is used to manage interactions with subscribers. A staff of approximately 12 people reports directly to me.

3. Prior to joining Sirius, I was employed by Time Warner for approximately sixteen years, where I worked with cable television, residential telephony, customer service, sales, and marketing. I also oversaw the development of the customer care operation for Road Runner, a high-speed Internet cable service offered by Time Warner.

Summary of Testimony

4. Although most subscribers are initially attracted to Sirius because of our technology and programming, it is essential that our subscribers' direct interactions with Sirius be positive. Continued growth depends, in part, upon subscribers renewing and extending their subscriptions. A bad experience while interacting with Sirius can easily cause a subscriber to cancel or not renew his or her subscription. Thus, Sirius devotes significant time and resources to customer care. Sirius' commitment to customer service was recognized by J.D. Power and Associates, the leading independent evaluator of customer service quality. The need to provide active customer service to subscribers distinguishes Sirius from music content providers such as Music Choice and Muzak, which need not concern themselves with customer acquisition and retention. I base this testimony on my experience and on information I have learned in my work and on sources that are available to me and upon which I commonly rely in carrying out my business responsibilities.

Overview of Customer Care Operations

5. Customer service is a vitally important aspect of any subscription-based service that must deal directly with the end consumer. Sirius has devoted significant resources in both time and money to developing systems and procedures for attracting customers as well as establishing and fostering positive long-term relationships with subscribers.

6. My group is responsible for radio activations, and in many instances is the first direct contract that a new subscriber will have with a Sirius representative. We are also

frequently in contact with subscribers during the renewal process. Thus, our contact with customers often occurs at critical points in the subscriber relationship. However, depending on how it is handled, any customer contact has the potential to support or undermine a subscriber's relationship to Sirius. Regardless of what event triggers a subscriber's call or email to Sirius, subscribers expect a prompt, knowledgeable, courteous response. Because Sirius now has more than five million subscribers, achieving this seemingly straightforward goal represents a significant technical and management challenge.

Sirius' Subscriber Management System ("SMS")

7. In order to meet the technical challenge of managing the subscriber relationship, Sirius has devoted significant time and resources to developing an SMS that provides integrated customer service and billing solutions. Sirius first attempted to work with other companies to develop an SMS, but experienced several problems with those systems. Ultimately, Sirius decided to participate in the design and development of its own SMS. This system tracks a subscriber's radio identification number, name, address, and phone number, and identifies the type of contract under which that subscriber receives Sirius' service. The system also enables Sirius to communicate electronically with subscriber radios to activate and deactivate service. The SMS also permits subscriber interaction with Sirius through the Internet and other electronic means. Through the SMS, Sirius can track the service status of each subscriber in real time, regardless of whether that subscriber is listening to the service. To manage the subscriber relationships effectively, all customer contacts with the call centers are recorded in the SMS.

Customer Care Center Operations

8. Sirius has five customer care centers staffed at all times with customer service representatives to handle incoming calls and emails from Sirius' subscribers. These call centers are operated by Stream International, Inc. pursuant to an agreement with Sirius. The customer

care representatives have the ability to access the Sirius SMS billing and accounts system to facilitate account activation (which often includes responding to hardware set-up issues), respond to billing inquiries, implement program service and address changes, and to perform other account updates. Where necessary, the representatives can escalate technical concerns to Sirius or an appropriate equipment manufacturer. Sirius' customer call care centers handled more than 6.9 million calls and emails in 2005 and I expect them to respond to more than 13 million calls and emails in 2006. Because of the growing volume of calls, Sirius expects to add a second customer service vendor to handle call center operations in 2007. This will result in substantial additional expense to Sirius; however, it is necessary to provide the level of customer service that Sirius subscribers expect.

9. One difficulty of managing our customer care center operations is that Sirius' sales (and, thus, corresponding activations and initial set-up issues) are heavily weighted to the fourth quarter and the holiday season. In particular, the biggest day of the year in the customer care centers historically is Christmas Day itself. This year, we expect to need over 2,500 customer service representatives to handle calls, more than double our standard complement. Because of the periodic need to expand the customer care center staff so dramatically, as well as the overall growth trend, it is essential that the system be closely monitored and permit rapid training so that all customer care representatives can respond effectively to Sirius customers.

10. In addition to its customer call care centers described above, Sirius also provides full time customer service on direct sales of hardware. Approximately 50% of these customer service calls relate to new customer activations; others relate to general customer care issues, including account management, address changes, and radio updates. Particularly in view of the popularity of newer, more complex and wearable products such as the S50 and Stiletto 100, our

customer care staff must also provide support on how our products are operated. In addition, Sirius is also required to respond promptly to warranty issues with respect to hardware.

11. In 2005, J.D. Power and Associates honored Sirius for call center operation customer satisfaction excellence under its Certified Call Center Program – the first such certification in the satellite and broadcast radio industries. To achieve that distinction, Sirius underwent a rigorous audit of its customer call center processes. J.D. Power also conducted random surveys of several thousand Sirius customers who recently had contacted Sirius' call centers and evaluated Sirius' customer service based on the courtesy of the customer service representative ("CSR"), the knowledge of the CSR, the CSR's concern for the customer questions and/or problem, the usefulness of the information provided, the convenience of customer service operating hours, the ease of getting through to a CSR, and the timely resolution of the customer's problem, question or request. The press release announcing this notable achievement is SIR Ex. 14.

Website

12. Sirius offers interactive voice response technology and e-mail customer service through its website, as well as an automatic service activation section on the Sirius website. Presently, about 25% of all activations are through the website. As was true of the call center customer care interface, the user interface of the www.sirius.com website was designed by Sirius. The website also provides a wealth of information about Sirius, including upcoming events, channel samples, company developments, programming highlights, and other information about Sirius and its products and services to build customer relationships even further. Sample pages from the website are SIR Ex. 15.

13. Sirius also fosters strong customer relationships by providing welcome kits to new customers, including a welcome letter and information guide. Copies of these materials are SIR Ex. 16. There is also an electronic version of the welcome kit that is sent via email to subscribers who prefer to communicate electronically. Sirius communicates regularly with its customers through an electronic newsletter, which contains useful and interesting information about Sirius and its service, as well as through mailings about changes in the service and program line up. These regular communications enable Sirius to continue to build upon the initial positive business relationship with its customers that first persuaded them to choose Sirius.

14. To ensure that Sirius is meeting customer needs, Sirius also continuously monitors the quality of its customer care operations through its Customer Satisfaction Monitor. I look closely at the Customer Satisfaction Monitor to ensure that the level of customer care that is being provided will permit subscribers to get the value they seek from their subscriptions.

Customer Retention Efforts Through The Call Centers

15. The customer care call centers described above do not just handle ongoing customer service issues; they play a significant role in handling renewals and in ensuring that Sirius' subscribers who originally came in through the new vehicle or "OEM" channel will renew their subscriptions past their initial subscription term.

16. Cindy Ricciardi, Sirius' Vice-President of Customer Relationship Marketing, heads up the OEM conversion efforts. When an OEM subscriber's initial term (typically either six or twelve months) is up, Ms. Ricciardi's team works with my team that supervises the customer call center to encourage those subscribers to renew their subscriptions. The department is also responsible for limiting subscriber churn and for keeping people engaged in and excited about the Sirius service.

Comparison to Programming Only Services

17. Through my work at Time Warner, I am familiar with the Music Choice service that provides certain music programming to cable TV subscribers at no additional charge. In addition to the obvious programming difference, a fundamental point of distinction between the businesses of Music Choice and Sirius is that Music Choice does not need to perform the costly customer care functions that my group performs to maintain and expand the Sirius subscriber database. I am familiar with the fact that, as originally conceptualized, Music Choice required a monthly fee for service or fee for activation. However, that model proved unsuccessful and Music Choice became a free, included service with no need for the customer care and subscriber management functions that my team provides.

Conclusion

18. Providing high-quality customer service is a critical important aspect of Sirius' operations. Sirius has devoted significant time and money to creating and maintaining strong relationships with its customers, and these efforts play a significant role in subscriber acquisition and retention above and beyond Sirius' programming itself. Moreover, Sirius stands apart from companies that merely supply programming content to, for instance, a cable or satellite television operator for agreed-upon fees in advance and that therefore are not required to devote the time and money to acquiring subscribers that Sirius does.

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DECLARATION OF MICHAEL J. MOORE

I, Michael J. Moore, declare under penalty of perjury that the statements contained in my Written Direct Testimony in the above-captioned matter are true and correct to the best of my knowledge, information and belief. Executed this ____ day of October 2006 at New York, New York.

Michael J. Moore

SIRIUS Satellite Radio Recognized for Call Center Customer Satisfaction Excellence by J.D. Power and Associates

SIRIUS' Call Center Operation is First in Satellite and Broadcast Radio Industry to be Certified by J.D. Power and Associates Certified Call Center Program

NEW YORK and WESTLAKE VILLAGE, Calif., Oct 13, 2005 /PRNewswire-FirstCall via COMTEX/ -- SIRIUS Satellite Radio (Nasdaq: SIRI) today announced that it has been recognized for call center operation customer satisfaction excellence under the J.D. Power and Associates Certified Call Center Program. This distinction acknowledges a strong commitment by SIRIUS' call center operation to provide an outstanding customer service experience.

(Logo: http://www.newscom.com/cgi-bin/prnh/19991118/NYTH125)

SIRIUS' call centers handled more than three million telephone, e-mail and fax interactions in 2004, and expects to handle approximately six million in 2005. The call center operation successfully passed a detailed audit of its recruiting, training, employee incentives, management roles and responsibilities, and quality assurance capabilities. In addition, J.D. Power and Associates conducted a random survey of SIRIUS customers who recently contacted its call centers. For certification status, a call center must perform within the top 20 percent of customer service, based on J.D. Power and Associates' cross-industry customer satisfaction research.

According to J.D. Power and Associates, SIRIUS is always working toward understanding what service excellence means to the customer. Furthermore, SIRIUS' call centers have created strong operational practices to support an infrastructure of service excellence.

"We are extremely pleased and honored to receive this recognition from such a prestigious organization as J.D. Power and Associates," said Jim Meyer, President of Operations and Sales for SIRIUS. "Customer service is a high priority for SIRIUS, and directly impacts our growth and subscriber retention. We dedicate much of our time to proper training and motivation of our personnel in order to make the customer experience as positive as it can be, and it is most rewarding to be recognized for our success in this all- important area."

The evaluation criteria used during the survey include: courtesy of the customer service representative (CSR); knowledge of the CSR; the CSR's concern for the customer questions and/or problem; usefulness of the information provided; convenience of customer service operating hours; ease of getting through to a CSR; and timely resolution of the customer's problem, question or request. Certification is valid for one year.

The Call Center Certification Program was launched by J.D. Power and Associates in 2004 to evaluate overall customer satisfaction and to help call centers in various industries increase their efficiency and effectiveness by establishing best practices for handling service calls.

There are more than 75,000 call centers in North America and an estimated 125,000 worldwide that help customers with product and service questions across a multitude of industries, ranging from credit cards, financial services, investment services, utilities, service warranty and insurance to telecommunications, healthcare and office products.

J.D. Power and Associates is currently evaluating call centers across a variety of industries to determine if they are eligible for certification.

About J.D. Power and Associates

Headquartered in Westlake Village, CA; J.D. Power and Associates is an ISO 9001 registered global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction.

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SIR Ex. 14

Media email contact: michael.greywitt@jdpa.com or john.tews@jdpa.com

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. http://www.jdpower.com

About SIRIUS

SIRIUS delivers more than 120 channels of the best commercial-free music, compelling talk shows, news and information, and the most extensive sports programming to listeners across the country in digital quality sound. SIRIUS offers 65 channels of 100% commercial-free music, and features over 55 channels of sports, news, talk, entertainment, traffic and weather for a monthly subscription fee of only $12.95. SIRIUS also broadcasts live play-by- play games of the NFL, NHL and NBA and is the Official Satellite Radio Partner of the NFL and NHL.

SIRIUS products for the car, truck, home, RV and boat are distributed by Alpine, Audiovox, Brix Group, Clarion, Delphi, Directed Electronics, Eclipse, Jensen, JVC, Kenwood, Magnadyne, Monster Cable, Pioneer, Russound, Tivoli and XACT Communications. Available in more than 25,000 retail locations, SIRIUS radios can be purchased at major retailers including Best Buy, Circuit City, Crutchfield, Costco, Target, Wal-Mart, Sam's Club and RadioShack. SIRIUS is also available at heavy truck dealers, truck stops and travel centers nationwide.

SIRIUS radios are currently offered in vehicles from Audi, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep(R), Land Rover, Lexus, Lincoln-Mercury, Mazda, Mercedes-Benz, MINI, Nissan, Scion, Toyota, Porsche, Volkswagen and Volvo. Hertz currently offers SIRIUS at major locations around the country.

Click on http://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, 2004 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 partners, our competitive position and any events which affect the useful life of our satellites.

G-SIRI

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SIRIUS
212-901-6422
jcollins@siriusradio.com

SOURCE SIRIUS Satellite Radio

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News Provided by COMTEX

CONTACT US

SIRIUS Customer Care
We appreciate feedback of all kinds. Comments, questions and suggestions may be sent to SIRIUS Customer Care by completing this **form** or by calling 1-888-539-SIRIUS (7474). NOTE: Please be sure to provide your account number when you call.

Record Labels and Recording Artists
Do you have a recording that you would like played on SIRIUS?
Please submit your recording to:

Attn: Music Programming Department
SIRIUS
1221 Avenue of the Americas
New York, NY 10020

Song Requests
To make a song request, please go to the specific channel web page and fill out the "Request a Song" form.

Sponsorships
Are you interested in discussing media events, partnership opportunity, or sponsorships with us? Email us your proposal at **sponsorships@sirius-radio.com**, and be sure to include your contact information and details about the opportunity.

Advertising
SIRIUS Satellite Radio... Radio delivered in a whole new way:

- National reach - 100% coverage, coast-to-coast
- Exclusive content - Star personalities and power brands
- Creative ideas - Innovative messages and sponsorships
- Niche targeted - Reach your audience by demo, format, or lifestyle

Are you interested in discussing advertising with Sirius? Email us at **advertising@sirius-radio.com**, and be sure to include your contact information, including your phone number. You can also call Stephen Smith, Vice President, Advertising Sales at (212)584-5100.

News Media
Are you a member of the news media looking for information on SIRIUS? Email your questions to Lauren Kruk Winokur, Media Relations, at **lkruk@siriusradio.com**.

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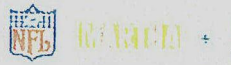
Investor Relations
Interested in investment information for SIRIUS? Email your questions to Jaymie Van Valkenburgh, Investor Relations, at jvanvalkenburgh@siriusradio.com.

Jobs
Interested in working for SIRIUS? Please see our Careers section.

Mailing Address
SIRIUS Satellite Radio
1221 Avenue of the Americas
New York, NY 10020



100% COMMERCIAL FREE MUSIC
THE BEST RADIO ON RADIO

CUSTOMER CARE

So that we can better assist you, please provide **all of the following information** when submitting a question or comment. All fields that appear are required.

First Name:

Last Name:

Email Address:

Re-enter Email Address:

Pick a Category: Pick a category

Are you a subscriber?

No

Yes

Please enter a question.

SUBMIT

HOWARD STERN NFL MARTHA + 100% COMMERCIAL-FREE MUSIC - THE BEST RADIO ON RADIO.

INSTALL & ACTIVATE

Need a radio? GO HERE ▸

Already have your radio?
You're in the right place.

Listen Now
Try SIRIUS for free ▸

INSTALL

There are two options you have when it comes to installing your new SIRIUS gear:

option 1 **Install SIRIUS yourself.** If installation is the sort of thing you want to do yourself, go for it. Your installation can vary depending on the type of unit you own. *We strongly recommend following the directions included in your owner's manual.*

option 2 **Have SIRIUS professionally installed.** If you choose professional installation, you get the benefit of having someone else take care of it for you. An authorized SIRIUS retailer can direct you towards a reliable professional installation option.

And if you have any questions during the course of installation, contact SIRIUS Customer Care by completing this form or calling **1-888-539-SIRIUS (7474)**. You may also want to contact the manufacturer directly for assistance.

Car Installation Tips. Get the most out of your Plug-n-Play radio. get tips

Home Antenna Tips. Find the optimum placement to receive the best reception. get tips

Product Manuals. If you've lost your manual, you can view it here. view manuals

See Martha Stewart & Richard Simmons install SIRIUS

LAUNCH VIDEO

ACTIVATE

Activating your Sirius-Ready hardware is an exciting part of the whole process - within minutes you'll be up and running and enjoying the best 100% commercial-free music from SIRIUS.

what you will need:

- ☑ Yes, I've got my gear. (If not, check out what we've got)
- ☑ Yes, I've got my gear installed.
- ☑ Yes, I've picked a subscription plan. (If not, take a look at your options)

be prepared with the following:

1. The ID/ESN number from your SIRIUS receiver.

2. A major credit card.
3. Have your SIRIUS tuner installed with the antenna facing skyward.
4. Turn your SIRIUS tuner on and tune it to channel 184.

ACTIVATE ONLINE (and save money)

Save $5 off our standard activation fee of $15 by choosing to activate online (for plans of one year or greater).

ACTIVATE HERE

To activate by phone call **1.888.539.SIRIUS**(7474)

Subscription is supplied in accordance with Sirius' standard Terms and Conditions.

NEW ACCOUNTS

New accounts are for people who are not currently subscribers to SIRIUS Satellite Radio. This path will take you through setting up your account with SIRIUS and activating your radio.

Would you like to:

- ☑ Activate a **new** SIRIUS account?
- ☑ Set-up an activation date and time for your SIRIUS system?
- ☑ Register as a SIRIUS customer?

To make your activation a snap, be prepared with the following:

- ☑ The ID/ESN number from your SIRIUS receiver.
- ☑ A major credit card.
- ☑ Have your SIRIUS tuner installed with the antenna facing skyward.
- ☑ Turn your SIRIUS tuner on and tune it to channel 184.

SID. 123456789123

NEXT

EXISTING ACCOUNTS

Existing accounts are people who are already subscribers to SIRIUS Satellite Radio. Login below to manage your account information or to add a new receiver to your account.

Would you like to:

- ☑ Activate a new receiver on an **existing account**?
- ☑ View and edit your account information? Please login below.

*Login:

*Password:

Forgot your password?

NEXT

SIRIUS SATELLITE RADIO
THE BEST RADIO ON RADIO™

October 11, 2006

THE BEST RADIO ON RADIO™

Dear Arden,

Welcome to SIRIUS Satellite Radio, where you experience over 120 channels of the best entertainment satellite radio has to offer. We know...sometimes it's tough to decide which channel to listen to. But that's one of the reasons you chose SIRIUS, right?

Enjoy the revolutionary, original, 100% commercial-free music channels. News directly from the top sources, including CNN, CNBC, NPR and the BBC World Service. Complete and exclusive NFL coverage, along with NBA, NHL® and college sports. Uncensored talk and entertainment featuring the "King of All Media" Howard Stern. Satellite radio's most in-depth and frequent traffic and weather reports. And more. Broadcast nationwide via satellite from New York City in clear digital-quality sound. All day. Every day.

Take a look at the enclosed SIRIUS channel guide. It will help you find your favorite music, sports, news, talk and entertainment channels, which you can preset on your SIRIUS radio for easy access.

And did you know that you can listen to the SIRIUS music channels on your computer at no additional cost? To access the SIRIUS Player online, just visit sirius.com, click on "Listen" in the upper right corner of the website, and log in with your SIRIUS Account Username and Password (listed below).

Watch for our monthly e-newsletter, *Behind the Mic*, in your email inbox soon. It's filled with behind-the-scenes info about the music, artists and events you'll hear on SIRIUS. And don't forget to sign up for our *SIRIUS Music Weekly* and *SIRIUS Sports Weekly* e-newsletters, which deliver timely updates on SIRIUS music and sports programming. Sign up to receive them now by visiting sirius.com/newsletters.

You can also personalize your Username and Password or update your email address and account information online to ensure that you receive all the latest SIRIUS news. Just click on the "Manage Your Account" link found at the bottom of every page of sirius.com.

And let us know if there's anything we can do to add to your SIRIUS Satellite Radio listening experience. To ensure you get the most enjoyment from SIRIUS, we are here 24/7 to assist you should you need us. You can reach us at 1-888-539-SIRIUS (7474), our Customer Care line, or send us an email at customercare@sirius-radio.com and refer to the account information listed below.

Account Information

Yours truly,

Michael Moore
Vice President, SIRIUS Customer Care

P.S. Remember, SIRIUS offers channel access solutions. With SIRIUS Plug & Play radios you can customize the channel selection and control what channels are available for listening. To learn more, consult the User Manual that came with your radio or call Customer Care for additional information.

SIR Ex. 16

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THE BEST RADIO ON RADIO™

SIRIUS E-NEWSLETTERS

Rely on SIRIUS e-newsletters to keep you on top of the variety of SIRIUS' original and exclusive programming, including

- Artists performing live in our NYC studios or stopping by to chat.
- Debuts of new SIRIUS on-air hosts and shows.
- Newsmakers and entertainment's biggest names on SIRIUS.
- Upcoming sports action from the NFL, NHL® and NBA plus the top college sports and much, much more.

Sign up for the SIRIUS e-newsletters at sirius.com/newsletters.

Behind the Mic Your guide to the best of SIRIUS programming, *Behind the Mic* shines a spotlight on SIRIUS music, sports, events, new products and artist visits.

SIRIUS Music Weekly Sneak previews of exclusive SIRIUS programming, including live performances in our NYC studios by your favorite artists.

SIRIUS Sports Weekly A weekly guide to the channels that carry all your favorite games from the NFL, college sports, NBA, NHL® and Barclays English Premier League—and much more.

SUB-WK-09-06

ENJOY SIRIUS TO THE FULLEST

SIRIUS Satellite Radio offers you the variety of quality programming that will change the way you listen to radio forever.

Please take the time to review our channel lineup. It represents the best in satellite radio and will be your doorway to an unmatched listening experience. You'll find more of what you want and discover soon-to-be favorites. From the 100% commercial-free music to the heart-pumping sports action, with leading talk personalities and channels for women and family, SIRIUS is the best programming in all of radio.

To make it easy to navigate through the wide variety of channels, we have categorized them by genre. Take a look at the SIRIUS channel guide on the reverse side for a listing of the genres and their channels. Program the presets of your SIRIUS radio for quick access to your favorite channels. Consult the User Manual that came with your radio for easy step-by-step instructions.

To make a song request, record a dedication or song introduction, or just tell us what you like best about SIRIUS, call the SIRIUS Listener Line at 877-33-SIRIUS (7-4748). Call toll-free anytime. You can also email a song request to our on-air hosts by filling out the "Request a Song" form located on each music page on sirius.com.

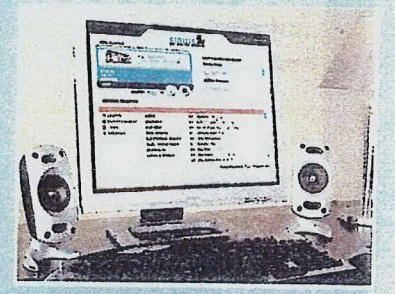
Get SIRIUS in more than one vehicle or home. You get a discount for multiple subscriptions! Being a SIRIUS subscriber means you can activate a second subscription for only $6.99 a month. For your shopping convenience, take advantage of the savings at sirius.com/shop or call SIRIUS Customer Care at 888-539-SIRIUS (7474).

It's easy to personalize your SIRIUS listening experience. All of our portable Plug & Play radios offer you the choice to limit access to just the channels you want. Consult the User Manual or you can call SIRIUS Customer Care at 888-539-SIRIUS (7474) and we help you choose an option that's right for you.

Go to sirius.com for the most extensive information about SIRIUS. It's the ultimate SIRIUS information resource. It's the place to get the most up-to-date information about our service, programming and new products.

Manage your account. Personalize your Username and Password or update your email address and account information to ensure you receive all the latest SIRIUS news. Just click on the "Manage Your Account" link found at the bottom of every page of sirius.com.

Don't miss out! Listen to SIRIUS online for FREE!



And now we'd like you to enjoy 100% commercial-free music at home and in the office with online access absolutely FREE from SIRIUS! Just click on the "Listen Online" link found at the top of any page of sirius.com. All you need is your SIRIUS Username and Password found in your welcome letter.

Get better online sound quality for your subscription. Add CD-quality audio to your existing subscription with SIRIUS Internet Radio. You'll never want to stop listening. Hear your favorite music the way it was meant to be heard. You continue to use your current Username when you choose this option.

Let us know if there's anything we can do to add to your SIRIUS Satellite Radio listening experience. To ensure you get the most enjoyment from SIRIUS, we are here 24/7 to assist you should you need us.

You can reach us at 1-888-539-SIRIUS (7474), our Customer Care line, or send us an email at customercare@sirius-radio.com.

Certified Call Center J.D. POWER 2005

"An Outstanding Customer Service Experience"
For J.D. Power and Associates Certified Program℠ information, visit www.jdpower.com or call 1-866-842-7548

SIRIUS SATELLITE RADIO

THE BEST RADIO ON RADIO™

100% COMMERCIAL-FREE MUSIC

POP

- 01 Top 40 Hits
- 02 Lite Pop
- 03 Love Songs
- 04 Easy Listening
- 05 The '50s
- 06 The '60s with Gordie Tentes
- 07 '70s Pop
- 08 BIG 80s — '80s Pop Hosted by Mark Goodman, Nina Blackwood, Alan Hunter, former MTV VJs
- 09 '80s Hits & Now
- 10 Mellow Rock
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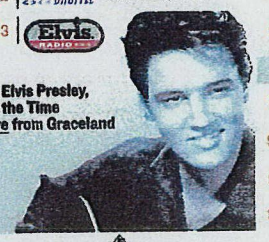

All Elvis Presley, All the Time Live from Graceland

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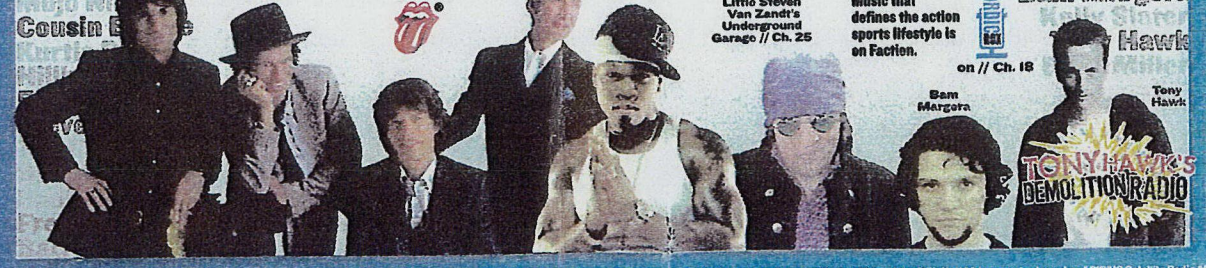

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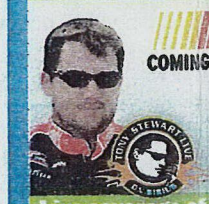

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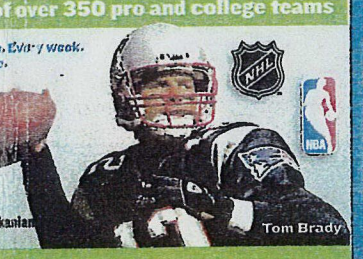

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Hours of expert talk from these and more: John Madden, Shannon Sharpe, Keyshawn Johnson, Dan Reeves, Cris Carter, Randy Cross, Dennis Green, Carl Banks, Jim Mora and Tiki & Ronde Barber.

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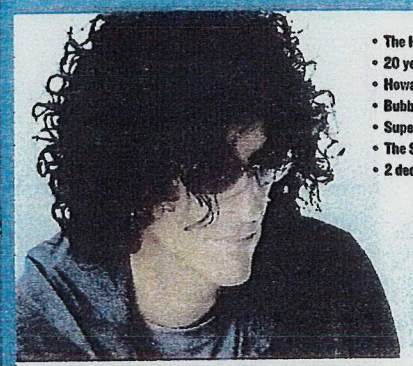
Brown	Kansas	Nebraska	Princeton	USC
Colorado	Kentucky	Notre Dame	South Carolina	Vanderbilt
Columbia	LSU	Ohio State	Syracuse	West Virginia
Cornell	Louisville	Oklahoma	Tennessee	Yale

▸Play-by-Play

SO MUCH SPORTS COVERAGE ▸ We often have to use these channels: 107, 110, 118, 121, 122, 123, 124, 125, 127, 128, 130, 143, 144, 146, 147, 152, 153, 158, 181

HOWARD STERN



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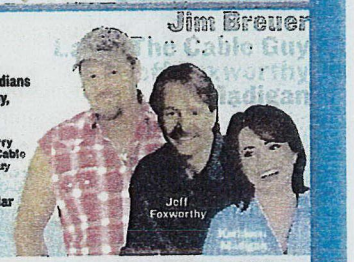
SIRIUS STAR POWER

The SIRIUS Stars Channel—amazing hosts doing shows they can only do at SIRIUS—Barbara Walters, Deepak Chopra, Jay Thomas, Richard Simmons, Senator Bill Bradley, Judith Regan, Candace Bushnell, Mojo Nixon, Dave Marsh.

COMEDY

Blue Collar Comedy features comedians Jeff Foxworthy, Larry the Cable Guy, Bill Engvall, Kathleen Madigan, Lisa Lampanelli, Ralphie May and many more.



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Hear shows like Vincent Pastore's The Wiseguy Show and Jim Breuer Unleashed, it's all uncensored and outrageous on Raw Dog Comedy.

MARTHA STEWART

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"On SIRIUS, you can talk with me and my full team of lifestyle experts all day, every day." –Martha Stewart

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NASCAR COMING TO SIRIUS IN 2007

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