

For Immediate Release

**MOTORSPORTS AUTHENTICS AND SIRIUS SATELLITE RADIO  
LAUNCH NEW RADIO PROGRAM DEVOTED TO THE NASCAR COLLECTOR**

***Weekly, One-Hour Show to air Saturdays on SIRIUS NASCAR Radio***

**CONCORD, N.C. and NEW YORK, N.Y. (Aug. 25, 2007)** – Motorsports Authentics, the leader in the design, promotion, marketing and distribution of licensed motorsports merchandise, and SIRIUS Satellite Radio, the Official Satellite Radio Partner of NASCAR, announced today the creation of *NASCAR Collector*, a new one-hour weekly radio show that will focus on the NASCAR collector and fans with special interests in racing memorabilia.

*NASCAR Collector* debuted Saturday, August 25 (8:00 – 9:00 am ET) and will air Saturday mornings throughout the year exclusively on SIRIUS NASCAR Radio channel 128. Show hosts Tim Packman, Buzz McKim and Tim Trout will provide NASCAR racing expertise, collectable information and value insight, and listeners will be encouraged to call in and talk about his or her favorite die-cast or NASCAR souvenir. With 24 percent of NASCAR fans purchasing collectables, this show promises to be the ultimate avenue for fans to tell their favorite stories, share their beloved treasures and learn about new limited edition merchandise and collectable lines, their release dates and the retail outlets where these concepts can become a collectable.

“At Motorsports Authentics our mission is to connect NASCAR fans to their sport through an expansive array of exciting products,” said Mark Dyer, Motorsports Authentics’ president and CEO. “The world of diecast and other collectables has long needed a forum such as *NASCAR Collector* to provide fans with an avenue to talk about vintage die-cast models and discuss NASCAR products and memorabilia of all types. We are very excited to team with SIRIUS to bring this new and exciting show to NASCAR die-cast and memorabilia collectors all across the country.”

McKim, a historian for the NASCAR Hall of Fame, which is scheduled to open in the spring of 2010, has spent his entire life in auto racing and has become known as one of the foremost authorities on NASCAR and its colorful history. Trout, editor of *Beckett Racing*, has quickly become *the* expert voice on all things collectable. Packman, the show’s main host, grew up around short tracks and began his motorsports broadcasting career at Lancaster Speedway. He’s been involved with NASCAR since 1995 working for CBS, TNT and TNN Motorsports. He began working for MRN Radio as a pit reporter in 2005 and is a host on the SIRIUS NASCAR Radio Post Race show.

SIRIUS NASCAR Radio channel 128 provides comprehensive, in-depth coverage of NASCAR 24 hours a day, 365 days a year, giving listeners every race and everything in between, with live race calls, pre- and post-race coverage, and a lineup of exclusive daily talk shows providing up-to-the-minute news, expert analysis and exclusive interviews with NASCAR insiders.

“NASCAR fans are among the most passionate fans in sports and that enthusiasm is clearly displayed in their fondness for memorabilia and collectibles,” said Steve Cohen, SIRIUS’ Vice President of Sports Programming. “We’re very pleased to partner with the memorabilia experts at Motorsports Authentics to provide a show where NASCAR fans can talk about their favorite items and get the kind of expert insight that they can’t find anywhere else.”

As the Official Satellite Radio Partner of NASCAR, SIRIUS airs every NASCAR NEXTEL Cup Series, NASCAR Busch Series and NASCAR Craftsman Truck Series race live. In addition to the live race broadcast, SIRIUS takes fans into the cars and pits by providing 10 additional Driver2Crew Chatter™ channels that carry the driver-to-pit crew communications for 10 different race teams during every NASCAR NEXTEL Cup Series race.

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#### **About Motorsports Authentics, Inc.**

Motorsports Authentics, Inc. is the leader in the design, promotion, marketing and distribution of licensed motorsports merchandise. The company’s products include a broad range of motorsports-related die-cast replica collectibles, apparel, souvenirs and other sports-inspired memorabilia. Motorsports Authentics markets and distributes product through a variety of channels including their Authorized Dealer network, the Racing Collectables Club of America (RCCA), QVC, GoRacing.com, Trackside at racing events, direct corporate promotions, mass retail and department stores, specialty dealers and select online retailers. For more information about Motorsports Authentics, please visit the Web site at [www.motorsports-authentics.com](http://www.motorsports-authentics.com).

#### **About SIRIUS**

SIRIUS, “The Best Radio on Radio,” delivers more than 130 channels of the best programming in all of radio. SIRIUS is the original and only home of 100% commercial free music channels in satellite radio, offering 69 music channels. SIRIUS also delivers 65 channels of sports, news, talk, entertainment, traffic, weather and data. SIRIUS is the Official Satellite Radio Partner of the NFL, NASCAR and NBA, and broadcasts live play-by-play games of the NFL and NBA, as well as live NASCAR races. All SIRIUS programming is available for a monthly subscription fee of only \$12.95.

SIRIUS Internet Radio (SIR) is a CD-quality, Internet-only version of the SIRIUS radio service, without the use of a radio, for the monthly subscription fee of \$12.95. SIR delivers more than 80 channels of talk, entertainment, sports, and 100% commercial free music.

SIRIUS Backseat TV™ is the first ever live in-vehicle rear seat entertainment featuring three channels of children’s TV programming, including Nickelodeon, Disney Channel and Cartoon Network, for the subscription fee of \$6.99 plus applicable audio subscription fee.

SIRIUS products for the car, truck, home, RV and boat are available in more than 20,000 retail locations, including Best Buy, Circuit City, Crutchfield, Costco, Target, Wal-Mart, Sam’s Club, RadioShack and at [shop.sirius.com](http://shop.sirius.com).

SIRIUS radios are offered in vehicles from Audi, Bentley, BMW, Chrysler, Dodge, Ford, Infiniti, Jaguar, Jeep®, Land Rover, Lexus, Lincoln, Mercury, Maybach, Mazda, Mercedes-Benz, MINI, Mitsubishi, Nissan, Rolls Royce, Scion, Toyota, Volkswagen, and Volvo. Hertz also offers SIRIUS in its rental cars at major locations around the country.

Click on [www.sirius.com](http://www.sirius.com) to listen to SIRIUS live, or to purchase a SIRIUS radio and subscription.

*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, 2006 filed with the Securities and Exchange Commission. Among the significant factors that could cause our actual results to differ materially from those expressed are: our pending merger with XM Satellite Radio Holdings, Inc. (“XM”), including related uncertainties and risks and the impact on our business if the merger is not completed; any events which affect the useful life of our satellites; our dependence upon third parties, including manufacturers of SIRIUS radios, retailers, automakers and programming providers; and our competitive position versus other audio entertainment providers.*

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