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RUSSIAN BROADCASTER NATIONAL SATELLITE COMPANY BOOSTS CAPACITY ON EUTELSAT'S EUROBIRD™ 9 SATELLITE FOR NEW DIGITAL PACKAGE

Paris, 30 January 2009

Following on from the successful launch in 2008 of Platforma HD on the EUROBIRD™ 9 satellite of Eutelsat Communications (Euronext Paris: ETL), the Russian pay-TV operator National Satellite Company is complementing and significantly expanding its offer with a new package called Platforma DV of 20 Standard Digital channels. Platforma DV will launch on February 1 via a second transponder leased by National Satellite Company on Eutelsat's EUROBIRD™ 9 satellite which provides extensive reach to satellite homes across the European territory of Russia.

The 20 Standard Digital channels will include flagship Russian channels covering sport, music, cinema, news and lifestyle: Rossija, Sport, Vesti, Kultura, Bibigon, Pervyj, Pjatyj, NTV, TNT, STS, Ren TV, Muz TV, Zoo TV, Kinopokaz, Teleputesestvija, Tonus TV, Avto Plus, Kuchnja TV, Komediya TV and 365 Days. The new platform will be available to Direct-to-Home subscribers using 60-90cm antennas in western parts of Russia. Platforma DV will cost subscribers R900 (€20) a year and offer a supplement to Platforma HD, which broadcasts five HD channels (Kinopokaz HD, Eurosport, National Geographic Channel, HD Life and MTVN HD) for an annual subscription of R3,600 (€80). Subscribers choosing to take both SD and HD packages will pay R4,200 (€93) a year.

Platforma HD and DV use DRE encryption for the system. Two types of decoder are available (the HUMAX HDCI-2000 and General Satellite's HD-9000) enabling reception of channels in DVB-S2, Standard Definition and in High-Definition.

Commenting on the launch of Platforma DV, Konstantin Yashin, Chairman of Platforma HD declared: "With the launch of our new package, subscribers already attracted by High-Definition television can add a valuable set of traditional Standard Digital channels offering excellent quality."

Olivier Milliès-Lacroix, Eutelsat's Commercial Director added: "The launch of Platform DV as a complement to Platforma HD shows the strong appetite of Russian satellite homes for a wide variety of content and further anchors EUROIRD™ 9 as a neighbourhood of choice in this region. We are very pleased to accompany the expansion of new video platforms in Russia's dynamic new media landscape."

For more information on Platforma HD and DV

Press contact: Marina Nahatova
Tel: + 7 812 320 11 68
e-mail: nahatova@platformahd.ru
www.platformahd.ru

About Eutelsat Communications

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 26 satellites that provide coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas, Eutelsat is one of the world's three leading satellite operators in terms of revenues. At 30 September 2008, Eutelsat's satellites were broadcasting more than 3,180 television channels and 1,100 radio stations. Almost 1,100 channels broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East which serves over 120 million cable and satellite homes in Europe, the Middle East and North Africa. The Group's satellites also serve a wide range of fixed and mobile telecommunications services, TV contribution markets, corporate networks, and broadband markets for Internet Service Providers and for transport, maritime and in-flight markets. Eutelsat's broadband subsidiary, Skylogic, markets and operates services through its teleport in Italy that serves enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat and its subsidiaries employ 538 commercial, technical and operational experts from 27 countries.

www.eutelsat.com

For further information

Press

Vanessa O'Connor	Tel: + 33 1 53 98 38 88	voconnor@eutelsat.fr
Frédérique Gautier	Tel: + 33 1 53 98 38 88	fgautier@eutelsat.fr

Investors

Gilles Janvier	Tel: +33 1 53 98 35 30	investors@eutelsat-communications.com
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