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**NILESAT AND EUTELSAT SIGN A NEW STRATEGIC AGREEMENT  
TO DEVELOP THE 7° WEST VIDEO NEIGHBOURHOOD  
FOR THE MIDDLE EAST AND NORTH AFRICA**

Paris, 24 March 2009

Nilesat, the Egyptian satellite company, and Eutelsat Communications (Euronext Paris: ETL) today announced the signature of a new strategic agreement to pursue the development of the 7 degrees West orbital position which is used by both companies for satellite broadcasting across the Middle East; the Gulf countries and North Africa. This new phase of collaboration between Nilesat and Eutelsat follows the recent successful launch of Eutelsat's HOT BIRD™ 10 satellite that will first be commercialised at 7 degrees West under the name ATLANTIC BIRD™ 4A.

Eutelsat has been partnering with Nilesat at 7 degrees West since July 2006 when its ATLANTIC BIRD™ 4 satellite was copositioned with the Nilesat 101 and Nilesat 102 satellites. This constellation of three satellites at a single neighbourhood currently comprises 39 transponders, which transmit more than 450 television channels to an audience over 38 million homes. The development of the shared neighbourhood will move into a new phase with the commercial entry into service later this month of ATLANTIC BIRD™ 4A at 7 degrees West, enabling Nilesat to boost through to 2019 the number of transponders it leases from Eutelsat.

The collaboration between both operators will move into a third phase with the deployment in mid-2010 of the Nilesat 201 satellite procured by Nilesat. This will be followed in 2011 by the arrival of ATLANTIC BIRD™ 4R which Eutelsat recently confirmed it will shortly procure.

When the agreement was signed, Amin Bassyouni, CEO of Nilesat, said: "This new strategic agreement comes after a full leveraging of capacity at 7 degrees West to meet the growing demand from Nilesat. We are pleased to conclude this new agreement which shapes for the next decade the mutual partnership and cooperation between Nilesat and Eutelsat. With this achievement and the launch of Nilesat 201, Nilesat and Eutelsat are developing 7 degrees West services and applications."

Giuliano Berretta, Chairman and CEO of Eutelsat Communications, added: "With the deployment of ATLANTIC BIRD™ 4A Eutelsat is immediately increasing to 24 from 15 the number of leased transponders at 7 degrees West and thereby demonstrating a strong response to demand for capacity. We are delighted with our continued spirit of close cooperation with Nilesat which is fuelling the development of a fully digital broadcasting environment in the Middle East, the Gulf and North Africa. Our shared aim is to provide the optimal response to customer demand as we jointly consolidate the leading role of the 7 degrees West neighbourhood with the broadest array of regional and international channels."

Olivier Milliès-Lacroix, Eutelsat's Commercial Director added: "Dynamic management of our in-orbit resources is a fundamental issue for Eutelsat, enabling us to address our growing community of users. By deploying ATLANTIC BIRD™ 4A to 7 degrees West we are immediately increasing our available bandwidth at this position by over 30 per cent. Through dynamic management of the resources on this new satellite and our ATLANTIC BIRD™ 2 satellite at the adjacent position of 8 degrees West, we expect shortly to further increase available capacity at 7 degrees West by up to four transponders."

#### **About Nilesat**

Nilesat is the Egyptian Satellite Company, operating and controlling the two satellites Nilesat 101 and Nilesat 102, in addition to the capacity on Nilesat 103. Nilesat currently broadcast over 450 TV channels and over 100 Radio channels, gaining the highest viewership within the MENA region. As a continuity of its fleet, Nilesat will launch the newest satellite Nilesat 201 by mid 2010, which will carry new services to the viewers in the coverage area.

#### **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 31 December 2008, Eutelsat's satellites were broadcasting more than 3,200 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 591 commercial, technical and operational experts from 27 countries.

[www.eutelsat.com](http://www.eutelsat.com)

#### **For further information**

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