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FRANCE TELEVISIONS INKS CONTRACT WITH EUTELSAT FOR CAPACITY ON ATLANTIC BIRD™ 3 TO BROADCAST ALL FRANCE 3 REGIONAL CHANNELS

Paris, 26 October 2009

Eutelsat Communications (Euronext Paris: ETL) and France Télévisions today announced the signature of a long-term contract for broadcasting the regional channels produced by France 3 on the ATLANTIC BIRD™ 3 satellite located at 5° West.

From 28 October, all homes in France equipped with a dish to receive ATLANTIC BIRD™ 3 and a subscription-free FRANSAT decoder will have access to digital reception of all 24 of France 3's regional channels. This new initiative, which enables viewers to access the regional window of their choice, forms part of the progressive digitisation of France's broadcasting network. It will benefit viewers beyond range of terrestrial reception after analogue switch-off, as well as homes already equipped for Direct-to-Home analogue TV reception from ATLANTIC BIRD™ 3 and who will simply need to change their decoder to switch to digital.

A new mission for FRANSAT

The 24 regional channels produced by France 3 will join the 18 national channels in Standard Digital and the four channels in HD that are already available on a subscription-free basis via FRANSAT. Launched by Eutelsat in June, FRANSAT complements coverage of France's DTT channels and aims in particular to serve homes already equipped with a dish pointing to ATLANTIC BIRD™ 3 at 5° West. This orbital position occupied by Eutelsat has been used for more than 20 years to deliver France's national channels in analogue to terrestrial transmitters and to complement the terrestrial network for homes in "shadow" areas. Homes spread across France in valleys, border areas and isolated communes have also progressively selected ATLANTIC BIRD™ 3 to improve the quality of their analogue TV reception or to complete reception of the country's six national analogue channels.

A new step enabling 100% of France 3 channels to reach 100% of homes

Availability in digital quality of all 24 regional channels produced by France 3 adds new impetus for French homes to switch to digital. For all homes equipped for DTH reception from ATLANTIC BIRD™ 3, the switch involves a simple change of decoder with no change

required to outdoor equipment. For France 3 this additional broadcasting platform represents a new step, which further broadens its reach by enabling viewers to connect with a region even when if they are beyond range of terrestrial reception, and by expanding the overall range of regional programmes available to viewers across France.

For more information from France 3

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About Eutelsat Communications

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 27 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 June 2009, Eutelsat's satellites were broadcasting almost 3,200 television channels and 1,100 radio stations. More than 1,000 channels broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East which serves over 123 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 teleports in France and Italy that serve enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, Eutelsat and its subsidiaries employ 610 commercial, technical and operational employees from 28 countries.

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For further information

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