

PR/54/09

**EUTELSAT'S TOOWAY™ SATELLITE BROADBAND SERVICE TO HELP  
DELIVER IRELAND'S NATIONAL BROADBAND SCHEME**

Paris, 29 October 2009

Eutelsat Communications (Euronext Paris: ETL), Europe's leading satellite operator, today announced that its Tooway™ satellite broadband service has been chosen under Ireland's National Broadband Scheme to deliver high speed broadband connectivity to homes and businesses in rural Ireland.

Tooway™ distributor Satellite Broadband Ireland will deliver the service under its recently won contract from 3, the leading Irish mobile broadband provider running the National Broadband Scheme on behalf of the Irish Government. Under the scheme, Tooway's™ satellite broadband service will be delivered to up to 5% of the 223,000 targeted buildings across rural Ireland. Those qualifying under the scheme will receive Tooway's™ 3.6 Mbps broadband service for €19.99 per month, following a one-off €49.00 installation & hardware charge.

The National Broadband Scheme sees an estimated €223 million investment by 3, of which a maximum of €79.8 million will be contributed by the Irish Government and EU, to provide broadband services to the designated electoral districts covered by the scheme.

Arduino Patacchini, Eutelsat Multimedia Director, said: "The choice of Tooway™ and our partner Satellite Broadband Ireland to deliver broadband services to the most rural homes and businesses in Ireland underlines the core role satellites are actively playing in building an inclusive digital environment across Europe."

Kevin Ryan, CEO of Satellite Broadband Ireland, said; "Satellite Broadband Ireland chose to use Eutelsat's world-leading Tooway™ satellite broadband technology as they are the largest broadband provider through satellite in Europe. Eutelsat's experience in this sector was also a major factor in our selection."

Commenting on the announcement Damien Gallagher, NBS Project Director, 3 said: “This strategic agreement with Satellite Broadband Ireland is an important part of our National Broadband Scheme roll-out. Satellite broadband is the only viable option in a small percentage of buildings without which certain parts of rural Ireland would remain unconnected. 3 chose Satellite Broadband Ireland’s cutting-edge, innovative technology and their highly-skilled and experienced Irish workforce.”

Tooway™ is the first two-way satellite broadband service in Europe offering speeds and costs similar to ADSL. The service is based on Eutelsat’s satellite coverage, the commercial and infrastructure operating experience of Eutelsat’s subsidiary Skylogic, and SurfBeam technology developed by ViaSat. This technology used by Tooway™ comes to Europe after acquiring extensive experience on the North American market, where ViaSat already provides the equipment and network for over 400,000 homes with satellite broadband access fully independent from the terrestrial network. Today, Tooway™ already serves customers via more than 40 distributors in 24 countries including Ireland, the UK, Germany, France, Spain, Italy, Switzerland and Greece, with additional countries across Europe rolling-out over the coming months.

The Tooway™ solution consists of a small satellite dish and a modem connected to the PC, giving customers immediate broadband access following a simple installation. In addition, the Tooway™ service has the ability to deliver Voice over satellite telephony services and Direct-to-Home television using the Tooway™ dish. Tooway™ is delivered via a network of certified distributors whose contact details can be found at [www.tooway.com](http://www.tooway.com).

In 2010, Eutelsat will expand the service with additional broadband access up to 10Mbps. These revolutionary broadband speeds will come from the launch of KA-SAT, the dedicated new satellite from Eutelsat specifically designed for broadband delivery in Europe. The satellite, which has the combined capacity of 40 traditional satellites, will enable Eutelsat to serve up to two million European homes at a similar speed, price and quality to terrestrial ADSL2 services.

#### **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.

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

### **About Skylogic**

Skylogic provides satellite broadband communications services for Internet access (via IP protocol) and for television transmissions to corporate enterprises and public bodies. The Turin-based company is a subsidiary of Eutelsat. SkyPark, Skylogic's teleport, houses one of the largest platforms in the world for two-way broadband IP transmissions. Skylogic's satellite networks are interconnected by optic fibre to the largest operators in the sector, guaranteeing connectivity in Europe, the Mediterranean Basin, the Middle East, North Africa and America.

For further information visit: [www.skylogic.com](http://www.skylogic.com) and [www.tooway.com](http://www.tooway.com)

### **For further information**

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