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HDTV CHANNELS BROADCASTING THROUGH EUTELSAT'S EUROBIRD™ 9A SATELLITE BOOSTED BY SUNDANCE CHANNEL HD AND MEZZO LIVE HD

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The diverse range of HD channels broadcast by the EUROBIRD™ 9A satellite operated by Eutelsat Communications (Euronext Paris: ETL) took a new leap forward this week with the arrival of Sundance Channel HD and Mezzo Live HD. Additional HD channels are gearing up to join the EUROBIRD™ 9A video neighbourhood in the coming months, including Trace Sport HD, whose launch was announced by Trace at this week's MIP TV in Cannes.

The launch of Sundance Channel HD on EUROBIRD™ 9A is a satellite first in Europe. Owned by Rainbow Media and targeting an audience from 18 to 49, the channel will leverage the satellite's exceptional coverage to reach out to cable operators in Central Europe, starting with UPC in Poland. "The launch on EUROBIRD™ 9A represents a significant move forward in our international expansion strategy for Sundance Channel," said Harold Gronenthal, SVP and General Manager, Rainbow Media Global. The playout and uplink of the channel is managed by Telefonica from Madrid.

Co-owned by Lagardère Active and France Télévisions, Mezzo Live HD, the new HD channel dedicated to classical and jazz music, and a sister channel to Mezzo SD, was launched on EUROBIRD™ 9A on April 1. Broadcasting round the clock in Full Native HD, Mezzo Live HD's content includes operas, classical concerts, ballets and jazz concerts, with 270 hours of new programming and at least ten live events in the first year. The programming of Mezzo Live HD is separate and complementary to Mezzo SD.

Emmanuel Génin, Distribution and Sales Director France and International for Lagardère Active's Television Activities, said of the launch of the new format: "Mezzo Live HD is the only Full Native HD channel to propose live transmissions. We are proud to bring this major technological innovation to classical music and jazz lovers. Mezzo Live HD aspires to become the cultural HD channel of reference in Europe. These are strong arguments for our clients, cable, satellite and IPTV operators." The channel is already available on Numericable in France and on UPC in Poland.

Eutelsat's EUROIRD™ 9A satellite already broadcasts over 250 channels, including nearly 30 in high definition, making it Eutelsat's second-largest HD neighbourhood after the HOT BIRD™ neighbourhood. Adjacent to Eutelsat's premium HOT BIRD™ position, reception of channels from both locations is possible with off-the-shelf dual-feed domestic dishes.

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 2009, Eutelsat's satellites were broadcasting more than 3,400 television channels and close to 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 635 employees from 27 countries.

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