

TELEWIZJA POLSAT, BROADCASTER OF POLAND'S FIRST COMMERCIAL TV CHANNEL RENEWS CAPACITY LEASE AT EUTELSAT'S HOT BIRD™ POSITION

Paris, 20 December 2010

Eutelsat Communications (Euronext Paris: ETL) and Telewizja Polsat, owner of Poland's premier commercial TV channel, today announced the long-term renewal of a capacity contract on the HOT BIRD™ 6 satellite located at Eutelsat's prime video neighbourhood at 13° East.

The renewal of one full transponder further extends a contract at 13° East first concluded with Eutelsat in 1992, and secures capacity for Telewizja Polsat Group to broadcast its stable of channels to 9.5 million homes in Poland equipped for Direct-to-Home and cable reception.

Eighteen years on from its launch at Eutelsat's HOT BIRD™ position, Polsat has grown into the flagship channel at the head of a platform of 13 channels which now also include HD content and broadcast to homes in one of Europe's most dynamic media markets. The Group's powerhouse of thematic channels is among the most popular in Poland: Polsat 2, Polsat HD, Polsat News, Polsat Sport, Polsat Sport Extra, Polsat Sport HD Polsat Futbol, Polsat 2 International, Polsat Film, Polsat Play, Polsat Cafe, TV Biznes and Polsat JimJam.

The development of thematic channels is in line with Polsat's strategy to cover all audience segments. The varied line-up reflects Telewizja Polsat Group's commitment to providing Polish TV viewers with a diverse and expanding range of quality content, including fiction and own-produced entertainment, a selection of the best international series and programmes, some of cinema's biggest box office successes, as well as partnerships to broadcast UEFA European and national league competitions, Formula 1 races, the world volleyball championships and many combat sports.

Mirosław Błaszczuk, Telewizja Polsat's President of the Management Board, says: *"We are very pleased and proud to have agreed this agreement with such a powerful company as Eutelsat, a world-leading satellite operator. For Telewizja Polsat, as one of the strongest TV companies in Poland, the deal secures long-term, safe and reliable broadcasting of all*

channels to millions of our viewers. I believe that with Eutelsat we will continue to strengthen our position in the Polish media market."

Michel de Rosen, Eutelsat Communications CEO, added: *"Since its launch at our HOT BIRD™ position 18 years ago, Polsat has transformed the broadcasting landscape in Poland and grown into one of the most successful commercial channels in Europe, both on the strength of its viewing audience and the quality of its programmes. We are delighted and proud to accompany Telewizja Polsat in the development of its rich thematic programme offering. The renewal of this long-term agreement consolidates the close partnership between Eutelsat and the Telewizja Polsat Group and further strengthens our key HOT BIRD™ video position in Poland, and more widely in Europe."*

About Telewizja Polsat

Telewizja Polsat SA has started broadcasting in 1992. During 18 years of activity, Polsat has reached millions of viewers and secured a strong position in the Polish media market. Polsat is one of the most respected and recognizable brand in Poland. Very attractive programming offer has decided that Polsat reaches more than 90 percent of Polish households. Strongest pillars of the station are: excellent entertainment, fascinating cinema, reliable and fast information and exciting sport. The station invests in development of thematic channels. Telewizja Polsat owns the following channels: Polsat, Polsat 2, Polsat HD, Polsat News, Polsat Sport, Polsat Sport Extra, Polsat Sport HD, Polsat 2 International, Polsat Football, Polsat Film, Polsat Play, Polsat Cafe, TV Biznes and Polsat JimJam.

www.polsat.pl

About Polsat

Polsat is the first independent TV station in Poland. The main objective of Polsat is to meet the varied tastes of the general public. The program offer is built primarily on the basis of its own brand productions combined with the interesting portfolio of feature films, foreign series and excellent entertainment on a global level: series "Hotel 52", "Ludzie Chudego" (licensed from "LOS HOMBRES DE PACO", "Hills on Giewont", "Bones", "CSI Miami and New York", "The Kiepski's world", "Far from the stretcher", a new show, "Stand Up. Kill me by laugh", movie hits: "Ice Age: The Meltdown", "Night at the Museum", "X-Men: The Last Stand", "Kingdom of Heaven", "The Devil Wears Prada", the best world sport - Formula 1, Champions League UEFA, the UEFA European League, the World Championships in Volleyball, boxing and other combat sports.

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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 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 2010, Eutelsat's satellites were broadcasting more than 3,700 television channels. More than 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 access to high speed internet 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 nearly 661 commercial, technical and operational employees from 28 countries.

www.eutelsat.com

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