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NEW MEDIA LEGEND PICKS EUTELSAT TO LAUNCH 'SCENE' TV PLATFORM FOR RUSSIAN SATELLITE HOMES FROM 36° EAST VIDEO NEIGHBOURHOOD

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New Media Legend, one of Russia's principal suppliers of uplink services for pay-TV platforms and channels, has selected the 36° East satellite neighbourhood operated by Eutelsat Communications (Euronext Paris: ETL) for a new broadcasting platform providing Russian and international channels to complement the NTV Plus and Tricolor TV platforms. Following the signature of a long-term contract with Eutelsat, the new participation programme, called Scene, is using two transponders at 36° East.

The launch of Scene adds further impetus to the 36° East neighbourhood that New Media Legend describes as Russia's 'most popular satellite TV position'. Over seven million homes in Russia as far as the Urals are already equipped with antennas pointing to 36° East for Direct-to-Home reception of the NTV Plus and Tricolor TV platforms. Scene is opening a new opportunity for channels, that already include NHK World TV and Europa Plus TV, to reach into Russia's vibrant TV market.

Commenting on the launch of Scene, Slava Isakovich, CEO of New Media Legend said: The contact signifies a new step in our longstanding relationship with Eutelsat. It will provide us with the opportunity to meet the buoyant channel demand for satellite capacity serving Russia and tap into satellite TV homes. Scene will make it possible for the audience of Eutelsat's W4 and W7 satellites at 36° East to access about 25 new channels."

Andrew Wallace, Eutelsat Chief Commercial Officer responded: "This new contract further anchors satellite as the leading multi-channel platform in Russia, ensuring that homes in populated and less populated regions have access at the same pace to the benefits of channel diversity and digital quality. We are delighted to see the increasing popularity of our 36° East neighbourhood in Russia and to be New Media Legend's chosen satellite partner for this new venture."

About New Media Legend

LLC New Media Legend is the Russian satellite communications operator serving the market since 2006. The company provides satellite broadcasting service to the Russian largest DTH platforms such as NTV-PLUS and Tricolor TV, and TV channels via Eutelsat satellites at 36 degrees East (W4 and W7). New

Media Legend has its own teleport located in Satellite Communications Center of Skolkovo. It is based on three Earth Satellite stations that can totally uplink signals to up to 24 transponders.

www.medialegend.ru

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 31 December 2010, Eutelsat's satellites were broadcasting more than 3,700 television channels to over 200 million cable and satellite homes in Europe, the Middle East and 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 683 commercial, technical and operational employees from 28 countries.

www.eutelsat.com

For further information

Press

Vanessa O'Connor

Tel. : + 33 1 53 98 37 91

voconnor@eutelsat.fr

Frédérique Gautier

Tel. : + 33 1 53 98 37 91

fgautier@eutelsat.fr

Analysts and Investors

Lisa Finas

Tel. : +33 1 53 98 35 30

investors@eutelsat-communications.com