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## **MARC WELINSKI JOINS EUTELSAT AS DIRECTOR OF MARKETING AND COMMERCIAL STRATEGY**

Paris, 29 April 2011

Eutelsat Communications (Euronext Paris: ETL) today announced that Marc Welinski is joining the company on May 2 as Director of Marketing and Commercial Strategy, reporting to Andrew Wallace, the Group's Chief Commercial Officer. In this role, Marc's focus will encompass developing commercial strategy, including integrated marketing of Eutelsat's brands and driving improved customer understanding and customer satisfaction tracking.

Marc comes to Eutelsat with a diverse background in television and telecoms. Since 2005, he has been Managing Director of CielEcran (Pathé Group) where he spearheaded the market for live satellite broadcasts to digital cinema networks in France, working with the Metropolitan Opera of New York, the Bolshoi and the Opéra de Paris. He also initiated live out-of-home broadcasts of major sports events in 3D, including Roland Garros and the FIFA World Cup.

He began his media career in the Vivendi group (formerly Générale des Eaux), where he was regional director of cable networks for the south of France from 1993 to 1996. In 1996 he joined France Télévisions, France's national public broadcaster, as special adviser on digital television, contributing to the creation of the TPS pay-TV platform. In 1997 he launched Mezzo, the all-music channel for France Télévisions, which he ran until 2000 when he integrated France Télécom as director of the audiovisual sector and chairman of Wanadoo Audiovisuel.

A French national, Marc is a graduate of the Ecole normale supérieure (ENS) and holds an MBA from INSEAD. He has published two novels, one of which, "Indices" is set in the television business.

*Image available on request*

### **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](http://www.eutelsat.com)

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