

**EUTELSAT's W3C SATELLITE SUCCESSFULLY LAUNCHED  
AND ON ITS WAY TO 16 DEGREES EAST**

**W3C launched 14 days after ATLANTIC BIRD 7: two new satellites set to boost  
Eutelsat's in-orbit resources**

Paris, 7 October 2011

Eutelsat Communications (Euronext Paris: ETL) today announced the successful launch of its W3C satellite by a Long March 3B rocket from the Xichang Satellite Launch Centre in China. Partial deployment of the satellite's solar array was carried out within three hours of separation and will be followed over the coming ten days by manoeuvres that include circularising W3C's orbit and deploying antennas.

Speaking after the launch, Michel de Rosen, Eutelsat CEO, declared *"Our sincere appreciation to Great Wall Industry Corporation for the excellent performance of this launch, and to Thales Alenia Space for their dedication to this sophisticated and challenging programme. This is a new milestone, achieved only 14 days after the launch of our ATLANTIC BIRD™ 7 satellite. With these two new satellites scheduled to enter service during the second quarter of our financial year, Eutelsat will be equipped with new resources to meet strong client demand across dynamic markets in Central Europe, Africa and Indian Ocean islands, strengthening our confidence to meet our objectives for the year."*

Built for Eutelsat by Thales Alenia Space, W3C will replace the EUROBIRD™ 16, W2M and SESAT 1 satellites at 16° East. Through its configuration of 56 transponders, (53 Ku and three Ka), it will address markets for broadcasting and telecom/data services via four footprints:

- A high-power footprint optimised for Direct-to-Home broadcasting in Central Europe will anchor the 16° East neighbourhood as a point of reference for satellite TV in the region, serving over 11 million households.
- High-power coverage over Indian Ocean islands will support the expansion of pay-TV and accelerate digital switchover in Mauritius and Reunion Island.
- A wide footprint serving Europe, North Africa and the Middle East will serve markets for data networks and newsgathering.

- A new footprint for 16° East, with Ku coverage stretching from Senegal to Madagascar and enabling connectivity with Europe in Ka-band, will respond to high-growth applications that include GSM backhaul and Internet access for enterprises and public agencies.

W3C is based on the Thales Alenia Space Spacebus 4000 platform, with a scheduled in-orbit lifetime exceeding 15 years. Eutelsat's in-orbit expansion programme will continue with the launch of six additional satellites from 2012 to 2014.

#### **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. As of 30 June 2011, Eutelsat's satellites were broadcasting more than 3,800 television channels. More than 1,100 channels are broadcast via its HOT BIRD™ video neighbourhood at 13 degrees East alone 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 just over 700 commercial, technical and operational professionals from 30 countries.

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

#### **For further information**

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