

## **EUTELSAT – ONE NAME, ONE GROUP, ONE FLEET**

Paris, 1 December 2011

Eutelsat Communications (Euronext Paris: ETL) announces that from 1 March 2012 it will be unifying the names of its satellites around the established Eutelsat brand. From this date, the Group's satellites will take the Eutelsat name associated with the relevant figure for their orbital position and a letter indicating their order of arrival at that position. This new system has been devised to support Eutelsat's efforts to communicate its satellite branding and deployment in a consistent and homogenous way.

The logical pattern Eutelsat has selected will enable its growing community of users across all markets to immediately identify where a satellite is located - a key metric in the commercial satellite sector - and its chronology at the neighbourhood it occupies.

Current in-orbit satellites will for example be renamed as follows:

- W6 at 21.5° East will become EUTELSAT 21A.

To ensure clarity, satellites located at Eutelsat's four 'West' positions will include West in their name. For example:

- ATLANTIC BIRD™ 2 will become EUTELSAT 8 West A.

Eutelsat's HOT BIRD™ brand, which over 20 years has acquired a high and established reputation in the satellite TV industry, will be retained. It will be more closely associated with the Eutelsat name and adopt the numbering system to be implemented for all other satellites. For example HOT BIRD™ 6 will become EUTELSAT HOT BIRD 13A. The same pattern will apply to KA-SAT.

Commenting on the new system, Andrew Wallace, Eutelsat Chief Commercial officer said: *"We strive to associate the Eutelsat brand with customer service, engineering excellence and market-leading innovation. Associating the names of our satellites with our Group name and its heritage reflect this vision and mission. As we continue our push for further in-orbit expansion, with six satellites to be launched from 2012 to 2014, this new naming programme will enhance the awareness and understanding of our commercial offer."*

In order to minimise any possible disruption for business partners, Eutelsat has decided on a three-month preparation period, from 1 December 2011 to 1 March 2012. This will allow

appropriate time to plan for the change so that the switch on 1 March 2012 can be seamless and smooth for all stakeholders.

Until this date Eutelsat's current satellite names will continue to be used.

Click here for the complete table of satellite names [www.eutelsat.com/satellites/eutelsat-satellites.html](http://www.eutelsat.com/satellites/eutelsat-satellites.html) or see the attached table.

### **About Eutelsat Communications**

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A.. With capacity commercialised on 29 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

### **Press**

Vanessa O'Connor                      Tel. : + 33 1 53 98 37 91                      [voconnor@eutelsat.fr](mailto:voconnor@eutelsat.fr)

Frédérique Gautier                      Tel. : + 33 1 53 98 37 91                      [fgautier@eutelsat.fr](mailto:fgautier@eutelsat.fr)

### **Analysts and Investors**

Lisa Finas                                      Tel. : +33 1 53 98 35 30                      [investors@eutelsat-communications.com](mailto:investors@eutelsat-communications.com)

Léonard Wapler                              Tel. : +33 1 53 98 31 07                      [investors@eutelsat-communications.com](mailto:investors@eutelsat-communications.com)