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**EUTELSAT SATELLITE PROMOTES NEW HDTV PRODUCTION THROUGH
SPECIAL-EVENT DISTRIBUTOR CHANNEL AT MIP TV**

Cannes, 11 April 2005

Eutelsat, one of the world's leading satellite operators and the leading operator in Europe, is supporting the visibility of new HDTV content at this year's MIP TV with a special-event HDTV channel received at strategic locations in the Palais des Festivals in Cannes. This new initiative follows a series of HDTV demonstrations in Cannes during MipDoc from April 9 to 10 with content compiled by TF1 on behalf of the HD Forum and shown on a Sony Wega screen at the Noga Hilton.

The HDTV content, broadcast in MPEG2 1080i, at MIP TV is supplied by 10 leading production companies and distributors to Sony Wega screens in the Palais des Festivals, and on a Panasonic screen on the Trace TV stand (06.11) in the exhibition area. It is uplinked from Eutelsat's teleport in Rambouillet (outside Paris) to the EUROIRD™ 3 satellite located at 33 degrees East.

The HDTV content can be subsequently purchased from BBC WorldWide (Stand G3:40), Europe Images / M5 (Stand 24.12) and also on the stand of TV France International (Stand 02.15) which has closely collaborated with Eutelsat to host content supplied by 13 Productions, Ampersand, CLC Productions, Dune, Gaumont, Gedeon Programmes, Ideale Audience International, ZED.

"Eutelsat is thrilled to support production companies and distributors by delivering HDTV content direct to visitors of this year's MIP TV in the heart of the Palais des Festivals", said Olivier Milliès-Lacroix, Eutelsat's Commercial Director. "This unique initiative underscores our commitment to playing a key role in both the transport and broadcasting of HDTV programmes through our flexible in-orbit resource and on-ground expertise."

As part of its HDTV activities Eutelsat is a founding member of France's HD Forum and broadcasts the HD Forum demonstration channel from its HOT BIRD™ video neighbourhood.

About Eutelsat

With capacity commercialised on 23 satellites that provide coverage from North and South America to Far East Asia, Eutelsat is one of the world's three leading satellite operators. Its satellites are used for broadcasting more than 1,500 television and 800 radio stations to 120 million cable and satellite homes. They also serve requirements for TV contribution services, corporate networks, mobile positioning and communications, Internet backbone connectivity and broadband access for terrestrial, maritime and in-flight applications. Eutelsat's broadband subsidiary Skylogic markets and operates services through multimedia platforms in France and Italy that serve enterprises, local communities, government agencies and aid organisations in Europe, Africa, Asia and the Americas. Headquartered in Paris, and with staff of 450 commercial, technical and operational experts from 25 countries, Eutelsat generated turnover of €760 million for the 2003/2004 financial year.

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