

*Not for publication, distribution or release in or into the United States of America, Canada or Japan. This press release is not an offer to sell securities, or the solicitation of an offer to sell securities in the United States of America, Canada or Japan. Other restrictions are applicable. Please see the important notice at the end of this press release.*



PR/01/06

## **EUTELSAT COMMUNICATIONS AND TELEKOM SRBIJA ANNOUNCE NEW CONTRACT FOR LEASE OF CAPACITY ON HOT BIRD™ 7A SATELLITE**

Paris 4 January 2006

Eutelsat Communications (Euronext Paris: ETL) and Telekom Srbija today announced the signature of a contract for the lease of capacity on the HOT BIRD™ 7A broadcast satellite, which is scheduled for launch on 21 February 2006. The contract concerns one HOT BIRD™ 7A transponder for an initial period of three years, extendable to five.

Telekom Srbija, Serbia's leading telecommunications operator, will use the capacity to develop a new offer of digital broadcasting services via a digital platform which will be operational for HOT BIRD™ 7A's entry into commercial service. It will support the development of domestic digital broadcasting in Serbia and Montenegro, while the broad reach of Eutelsat's HOT BIRD™ neighbourhood will also enable reception of channels throughout Europe, the Middle East and North Africa, thereby providing a connection for the region's expatriate population. Eutelsat's HOT BIRD™ neighbourhood reaches a measured audience of more than 110 million homes in Europe, the Middle East and North Africa, of which 45 million are satellite homes.

Commenting on the contract's signature, Drasko Petrovic, Chairman of Telekom Srbija, said: "The introduction of our digital broadcast platform – the first in Serbia – is an important step for the entire audiovisual landscape of our country. By employing the most recent digital technology, we have the best means of supporting the television and radio programmes of Serbia and Montenegro in their desire to reach all of our people who live in Europe and the Mediterranean countries. Maintaining the link between our homeland and the expatriate community is an extremely important task, which we can fulfil by making our domestic television and radio news programmes accessible in our own territory and in the world."

Giuliano Berretta, Eutelsat CEO, said: "We are particularly pleased to work with Telekom Srbija in launching the country's first digital broadcast services. The agreement shows the true dynamics of the remarkable digital age in central and eastern Europe and the key role of our HOT BIRD™ neighbourhood in enabling these countries to achieve coverage of their national territories and develop reach across Europe, North Africa and the Middle East."

## About HOT BIRD™ 7A

Eutelsat's HOT BIRD™ 7A broadcast satellite will be located after launch in geostationary orbit at 13 degrees East, the company's prime neighbourhood for television and radio broadcasting to cable and satellite homes. To be launched by Arianespace, the satellite is built by Alcatel Space and its mass at launch is approximately 4 tonnes. Equipped with 38 Ku-band transponders, it will replace existing capacity at 13 degrees East and, together with the HOT BIRD™ 8 satellite due for launch in the first half of 2006, will provide in-orbit redundancy and sparing at the HOT BIRD™ neighbourhood, which today hosts 850 television channels and 550 radio stations.

## About Eutelsat Communications

Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is the holding company of Eutelsat S.A. The Group is a leading satellite operator with capacity commercialised on 22 satellites providing coverage over the entire European continent, as well as the Middle East, Africa, India and significant parts of Asia and the Americas. The Group is one of the world's three leading satellite operators in terms of revenues. Its satellites are used for broadcasting over 1,700 TV and 860 radio stations to nearly 120 million cable and satellite homes. The Group also provides TV contribution services, corporate networks, mobile positioning and communications, Internet backbone connectivity and broadband access for terrestrial, maritime and inflight applications. Eutelsat Communications is headquartered in Paris, and the Group's workforce comprises over 450 commercial, technical and operational employees from 25 countries.

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

### **Eutelsat**

Vanessa O'Connor, Frédérique Gautier

Tel: + 33 1 53 98 38 88

[voconnor@eutelsat.fr](mailto:voconnor@eutelsat.fr)

[fgautier@eutelsat.fr](mailto:fgautier@eutelsat.fr)

This press release constitutes neither an offer to sell nor the solicitation of an offer to buy Eutelsat Communications shares in the United States of America (including its territories and possessions, every State in the United States and the District of Columbia) or in any jurisdiction where such offer would conflict with local laws and regulations. The Eutelsat Communications shares have not been and will not be registered under the United States Securities Act of 1933, as amended (the "Securities Act"), and may not be offered or sold in the United States absent registration or exemption from registration under the Securities Act. Eutelsat Communications does not intend to proceed with the registration of Eutelsat Communications shares pursuant to the Securities Act or to make a public offer in the United States.

No copy of this press release has been or should be distributed or sent to the United States, Canada, Japan or Australia.