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## **EUTELSAT VISAVISION AND ARENA COOPERATE IN BRINGING LIVE MATCHES OF GERMAN SOCCER LEAGUE TO GERMAN CABLE HOMES**

Munich, Cologne, June 26, 2006

Arena Sport Rechte und Marketing GmbH and Eutelsat visAvision GmbH, the German subsidiary of Eutelsat Communications (Euronext Paris: ETL), today announced the signature of a three-year agreement to bring all matches of the Fussball-Bundesliga (German Soccer League) live to cable network operators in Germany. The agreement opens the opportunity for Arena to reach cable homes served by network operators who are already partners of Eutelsat's Kabelkiosk digital programme and service platform which offers 50 German and foreign-language channels.

The more than 100 small to medium-sized cable networks in Germany who are partners of the Kabelkiosk, and who serve two million households, will now be able to offer live access to all 612 matches of the next season of the national Fussball-Bundesliga which kicks off in August. In addition to the Bundesliga package, homes will be able to subscribe to an additional offer of nine entertainment channels which will be proposed in a package called TIVIDI. Eutelsat visAvision's objective is to add further German-language entertainment channels in the TIVIDI package in order to take the offer to 20 channels. The Bundesliga and TIVIDI packages will be delivered through Eutelsat from its 8 degrees West location which already delivers the Kabelkiosk service.

"We are pleased, that with this partnership with Eutelsat visAvision we are in a position to serve the high demand from independent cable network operators and access additional cable customers," said Christoph Bellmer, Managing Director Technical and Sales of Arena.

"Today's agreement is an important milestone for Eutelsat visAvision and our KabelKiosk product in Germany. By leveraging its existing business model, which allows cable operators to retain their end-customer relationships, Eutelsat visAvision can now serve compelling Arena programming to its cable partners," emphasises Volker Steiner, Managing Director of Eutelsat visAvision.

“We are very pleased that Eutelsat’s German subsidiary has won the confidence of Arena to offer live German Soccer League matches to German cable homes from our 8 degrees West position,” said Giuliano Berretta, Eutelsat CEO. “This new contract is fully in line with our strategy to develop new premium video neighbourhoods, including at 7/8 degrees West, in addition to our existing premium HOT BIRD™ and EURO BIRD™ 1 neighbourhoods.”

More than 100 cable network operators already partner with Eutelsat’s KabelKiosk, to offer their own digital packages to their customers. All KabelKiosk channels are encrypted in Conax. The TIVIDI package will also be encrypted in Conax so that existing Kabelkiosk customers will not need to change their existing decoders.

#### **About Arena**

Arena Sport Rechte und Marketing GmbH were transferred the rights to broadcast live all games of the Bundesliga (German Premium Soccer League) and 2nd Bundesliga in December 2005 by DFL (Deutsche Fußball Liga) after a tender. Since then, Arena has established a TV broadcasting station, provided the necessary technical infrastructure for cable and satellite distribution and has fixed attractive programme packages for reasonable prices. Starting August 11, Arena will bring the atmosphere of Bundesliga live into German homes. The Arena team brings together experienced sport managers and TV specialists. Arena is a 100 percent subsidiary of the leading cable network operator Unity Media.

<http://www.arena.tv>

#### **About Eutelsat visAvision GmbH**

Eutelsat visAvision GmbH, a fully-owned Eutelsat subsidiary, offers the Kabelkiosk digital programme and service platform for cable network operators.

<http://www.visavision.tv/>

#### **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 23 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 nearly 1,800 TV and 900 radio stations to more than 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 480 from 27 countries.

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

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