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**SONY PICTURES TELEVISION INTERNATIONAL'S AXN CHANNEL BEGINS  
BROADCASTING NEW ACTION CHANNELS TO CENTRAL EUROPE THROUGH  
EUTELSAT W2 SATELLITE**

Paris, 28 August 2006

Eutelsat announced today that AXN, the high-energy general entertainment television network from Sony Pictures Television International (SPTI), has begun broadcasting two new thematic channels to cable networks in central Europe using Eutelsat's W2 satellite. The two new channels, AXN Crime and AXN Sci-Fi, have begun broadcasting in Poland, Romania, Bulgaria and Hungary.

The selection of W2 enables AXN to expand its broadcast reach. AXN Crime and AXN Sci-Fi, broadcast 18 hours a day with soundtracks available in Bulgarian, Hungarian, Romanian and Polish. The channels are encrypted in PowerVu and uplinked to W2 by Eutelsat from its teleport in Rambouillet near Paris.

"Efficient, flexible, and cost-effective distribution is one of the key parts of our European growth strategy," said Robert Billeci, SPTI's senior vice president, Technical Operations, International Networks. "As we continue to expand our international networks business, we're pleased to be able to use the advanced broadcast capabilities of Eutelsat, and are confident that AXN Crime and AXN Sci-Fi will reach their intended audiences via W2."

"This new contract for AXN Crime and AXN Sci Fi shows the growing importance of our W2 satellite to accompany the expansion of new television channels into homes in central Europe," said Olivier Milliès Lacroix, Eutelsat's Commercial Director. "Backed by the extensive resources of Sony Pictures International, AXN is uniquely equipped to make an important mark in central Europe's dynamic broadcasting landscape. We are delighted to have been selected by the International Networks group of Sony Pictures Television International to provide a broadcast solution to support the growth of their stable of channels and their continuing penetration into television homes in Europe."

AXN Crime is fully dedicated to crime, investigation and mystery. With the new channel viewers watch in-depth criminal investigations, go behind the scenes as police work on

some of the world's most fascinating cases and get a close-up look when new technology solves 'cold cases'. Among the shows airing on the channel are the critically acclaimed and award-winning SPTI series *The Shield* and the David Caruso police detective drama, *Michael Hayes*.

AXN Sci-Fi offers the best of science-fiction. The genre has a very strong, fervent and dedicated audience in the countries of the region. Ultimate sci-fi hit series praised by fans all over the world - *Star Trek: Enterprise*, *Andromeda*, *Sliders* and *Charlie Jade* – are all shown on AXN Sci-Fi. *Battlestar Galactica* and *Trucks* round out the channel's strong programming content.

#### **About AXN**

Delivering top rated series, blockbuster features, adventure-reality and first-run lifestyle sports programming, AXN is a leading international television destination among young adults 18-34. AXN is seen in 50 countries across Asia, Latin America, Europe and the Middle East, and is part of Sony Pictures Television International's diverse portfolio of over 40 global networks. Sony Pictures Television International is a Sony Pictures Entertainment company.

#### **About Sony Pictures Television International**

Sony Pictures Television International (SPTI) is the division of Sony Pictures Entertainment (SPE) responsible for all television business outside of the United States. SPTI operates three complementary lines of business: 1) distribution of SPE's feature films and television programming to television, mobile and digital content delivery outlets around the world, 2) local television production in key international markets, and 3) international television networks. In addition to being a leader in the distribution of current and classic U.S. and international films and television product worldwide, SPTI produces high profile, locally produced television in local languages. With dedicated offices in France, Germany, Hong Kong, Italy, Miami (Latin America), the People's Republic of China, Russia, Spain and the United Kingdom, SPTI currently oversees production in nine regions of the world and is the leader in international television production among all major Hollywood studios. SPTI's worldwide television networks portfolio is a key strategy in the SPE's long-range commitment to the global marketplace, with over 40 networks in more than 100 countries reaching over 240 million viewers worldwide. SPTI is a Sony Pictures Entertainment company.

#### **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 24 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 more than 2,100 TV and 970 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 in-flight 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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